

Financial News

The brief

To produce a series of house adverts to promote a new range of services from Financial News.

The solution

To make the adverts stand out across a range of print titles and online we introduced a bold colour coding system for each of the products and messages. We then incorporated a series of abstract fibre optic images to help position them on the leading edge of financial publishing.

We also developed a series of product icons that helped to tie together the imagery, colours and bold text across a series of house titles, trade press and animated banners that featured throughout the Financial News family of websites.

The outcome

"Financial News have worked with Frink on several projects over the last few years, and have been delighted with the results, both in terms of productivity and the finished work. We would have no hesitation whatsoever in recommending Frink to others, in fact I have already."

Kellie Mason, Marketing Manager, Financial News

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