



bfp

Independent  
Financial  
Advisers

# The challenge.

Bromwich Financial Planning (BFP) are an established financial planning firm who blend traditional values with a modern approach.

Having recently integrated the moneyinfo software into their service offering, they needed a contemporary brand to reflect their technical progression and position them as a forward-looking business.

So, the PLOTT team set about modernising the brand whilst still appealing to their long-established client base who believe in traditional advisor relationships.

bfp moneyinfo

bfp moneyinfo

YOUR F

## A clear and uncomplicated view of your finances, all in one place

Available on  

Access your information when you need it

Your investments, savings, pensions, insurances, bank accounts, credit cards, store cards, mortgages, loans and property alongside all the associated paperwork.

On your desktop and as an app on your tablet and smart phone, your finances are brought together under a single login accessible to you at any time, wherever you are.



2

YOUR FINANCES IN ONE PLACE

### Features that streamline your daily life:



View your investment portfolio



Quickly access your insurance details



Track your property values



Manage your income and spending



Safely store all your important documents



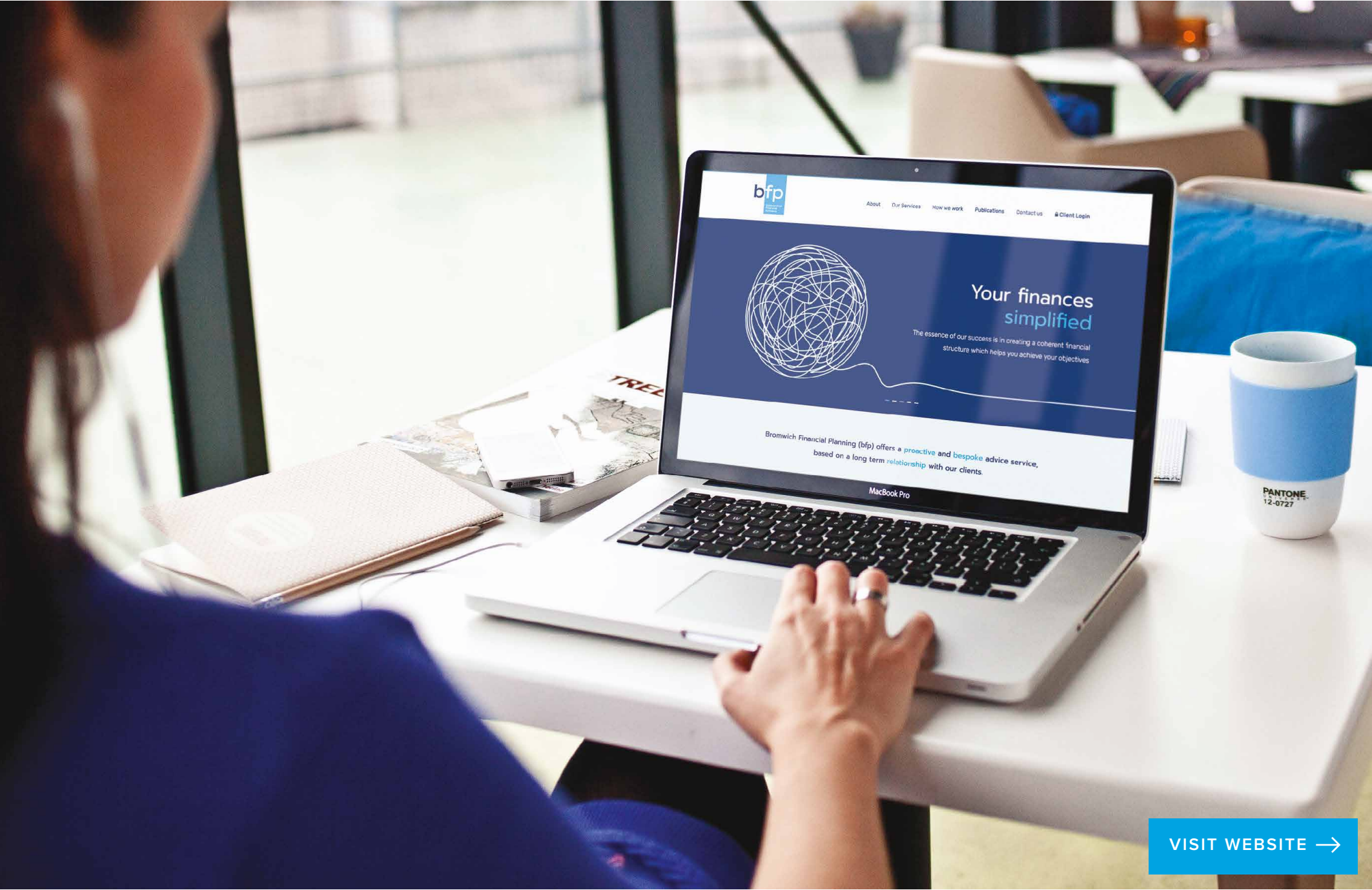
Be reminded about your renewals, income and payments

### What do our clients have to say?

For the first time I can see what I'm worth.

I can see my home going up in value as well as what my savings are doing. I feel in control and I feel more confident making important financial decisions.






VISIT WEBSITE →

“

PLOTT have a real energy and enthusiasm to meet your objectives. The team easily understood our brief and worked with us to bring a fresh perspective to my original vision. It had been a long time since we'd reviewed our 'brand' and we are delighted with the outcome and the relationship we have with the team.


NIGEL BROMWICH | MANAGING DIRECTOR





Independent  
Financial  
Advisers

YOUR FINANCIAL ARCHITECT




### Your finances simplified

The essence of our success is in creating a coherent financial structure which helps you achieve your objectives




Independent  
Financial  
Advisers

YOUR FINANCIAL ARCHITECT




### Built on solid foundations

As financial architects we believe that strong client relationships are key when building a co-ordinated financial structure for clients




Independent  
Financial  
Advisers

YOUR FINANCIAL ARCHITECT



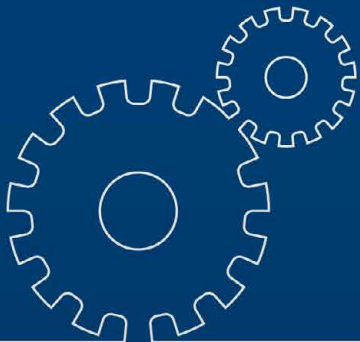
### Growing together

By working with you to build discipline to your financial affairs, we will help you to regain control of your financial future



Independent  
Financial  
Advisers

YOUR FINANCIAL ARCHITECT



### Working together

Understanding your unique financial needs is important to us and this is reflected in our personalised approach to each client



# The solution.

BFP's founder likened financial planning to the 'Gordian knot' with overly complex and difficult language. He was keen to dispel this myth.

We loved this analogy and used our creativity to craft the brand around it. We designed illustrative graphics to represent simplicity and unravelling the knot.

We re-invigorated the brand with a secondary colour palette and tweaked the logo to freshen the look.

We combined this with a stylish new website, innovative app visuals, modern printed literature, and team photography to harmonise all client touch points.