

A NEW NAME RULES THE ROOST

DAEMON LAUNCHES EQUINITI, THE NEW NAME FOR LLOYDS TSB REGISTRARS

CHALLENGE

To create a new brand mark and visual language for Equiniti, the new name for Lloyds TSB Registrars.

Following the sale of the company from its original parent brand to the venture capitalists Advent, the newly named Equiniti required a brand identity that was a clear departure from Lloyds TSB and achieved stand out in a crowded market place.

Equiniti approached Daemon to design a brand mark and visual language that reflected their more confident positioning but maintained the heritage and reputation they had developed over the 50 years prior to their sale. With over 55% of the FTSE 100 as clients Equiniti wanted to move away from the more

reserved tone of Lloyds TSB and begin to leverage their position as one of the market leaders. The visual identity needed to launch the brand with impact and to distinguish it from its competitors as the clear choice for business process outsourcing for clients.

STRATEGY

With a critical schedule for the project due to the impending completion of its sale, Daemon's aim was to establish a clear brand mark as soon as possible. Working closely with the client marketing team a distinctive mark was agreed from a wide range of options. This then became the basis for the development of the brand language, which included the colour palette, imagery and visual architecture.

Once the brand language was established the new visual identity was implemented across all communications both internally and externally.

RESULTS

Equiniti's new visual identity was launched at the beginning of October 2007.

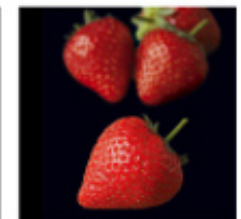
The impact of the brand repositioning is subject to brand tracking and is yet to return results.

www.equiniti.com

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SHAREVIEW

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SHAREVIEW DEALING



EQUINITI RED Pant 4811	EQUINITI RED A Colour Pant C-19 W-52 H-300 A-10	EQUINITI RED B Colour B-238 C-42 D-70
EQUINITI GREY Pant Coat Day 110	EQUINITI GREY A Colour Pant C-19 W-52 H-300 A-10	EQUINITI GREY B Colour B-238 C-42 D-70
EQUINITI DARK RED Pant 4811	EQUINITI DARK RED A Colour Pant C-19 W-52 H-300 A-10	EQUINITI DARK RED B Colour B-238 C-42 D-70