

BUILDING TRUST WITH A NEW GENERATION



DORSEY & WHITNEY TRUST COMPANY

SIOUX FALLS, SOUTH DAKOTA

REPOSITIONING

A FINANCIAL SERVICES FIRM

DORSEY & WHITNEY
TRUST COMPANY

PREVIOUS IDENTITY



dorsey & whitney
TRUST COMPANY

NEW IDENTITY

OVERVIEW

DORSEY & WHITNEY TRUST COMPANY

The Dorsey & Whitney Trust Company was founded to serve clients of Dorsey & Whitney LLP, an international law firm with a 100-year history. The existing identity materials and digital presence were dated and no longer reflected their changing clientele and staff. Insight Marketing Design undertook a complete rebranding with the goal of creating a modern, approachable image that promoted trust and confidence.

Insights –

- Stated doesn't have to be stale
- Approachability can instill confidence
- Not "looking like" everyone else in an industry is a positive

Targets –

- Wealthy individuals
- Family trust organizations
- Family office managers
- Clients of Dorsey & Whitney, LLC

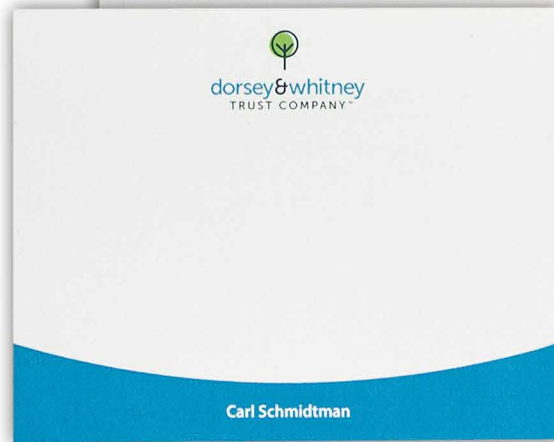
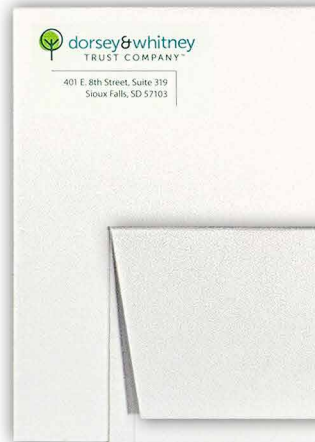
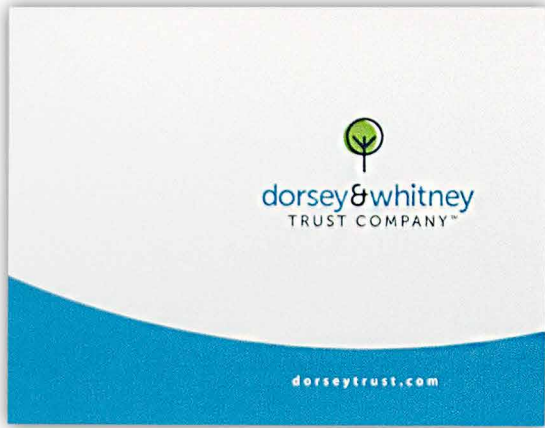
Logo redesign –

Out with the old, in with the new

The redesigned Dorsey & Whitney logo reflects growth and opportunity in an inviting style.

INSIGHTFUL REBRAND

DORSEY & WHITNEY TRUST COMPANY



IDENTITY PACKAGE

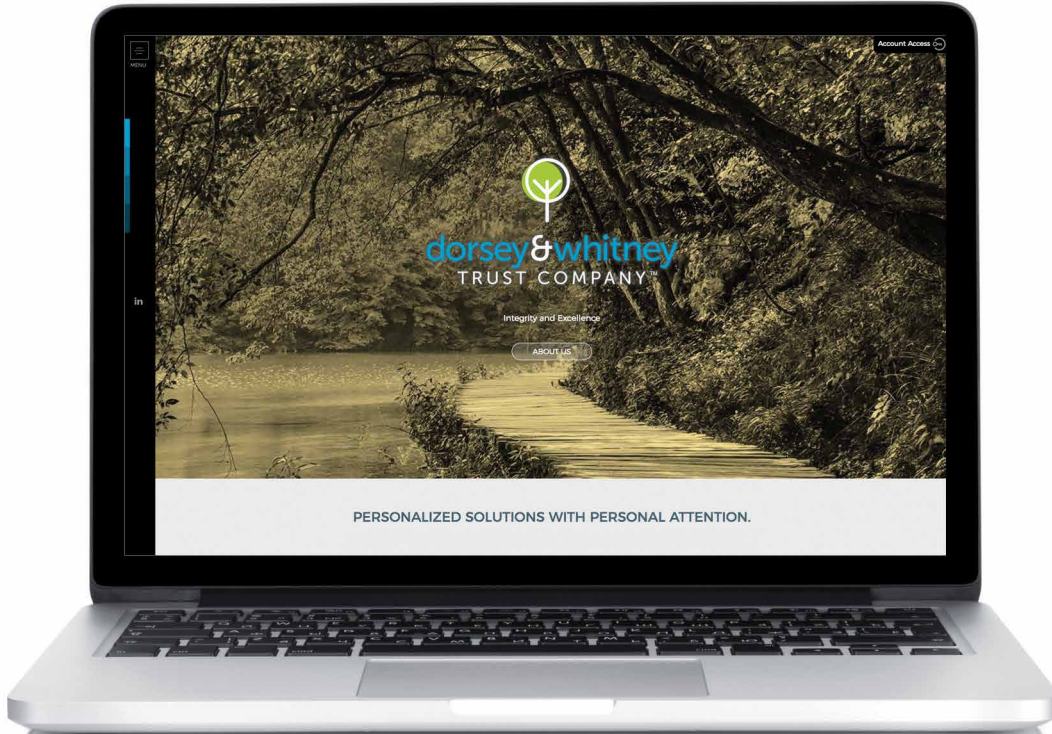
MAKING A GOOD IMPRESSION

The new Dorsey & Whitney identity package allows printed materials from the firm to stand out among similar types of companies.



DIGITAL REBRAND

DORSEY & WHITNEY TRUST COMPANY



WEBSITE

CAPTURING THE FEEL OF A MODERN TRUST COMPANY

Intuitive navigation, strategic SEO, engaging imagery and compelling content are the hallmarks of the new Dorsey & Whitney Trust Company website.



dorseytrust.com



ORIGINAL PHOTOGRAPHY

IT'S A PEOPLE BUSINESS

Dorsey & Whitney believes in a personal, one-to-one style to manage their clients' affairs. Insight created original photography of the firm's personnel with each image designed to capture the personality of each staff member across offices in Minneapolis, Sioux Falls, Costa Mesa and Seattle.



A DIFFERENT APPROACH

Sharing the firm's vision

Dorsey & Whitney collateral materials were designed to reflect the high level of service they offer clients. It features beautiful photography in harmony with impactful copy.



CAPABILITIES BROCHURE

This unique, die-cut brochure shows dramatic cityscape images from each of the firm's three main office locations.

CULTURE

A look that fits

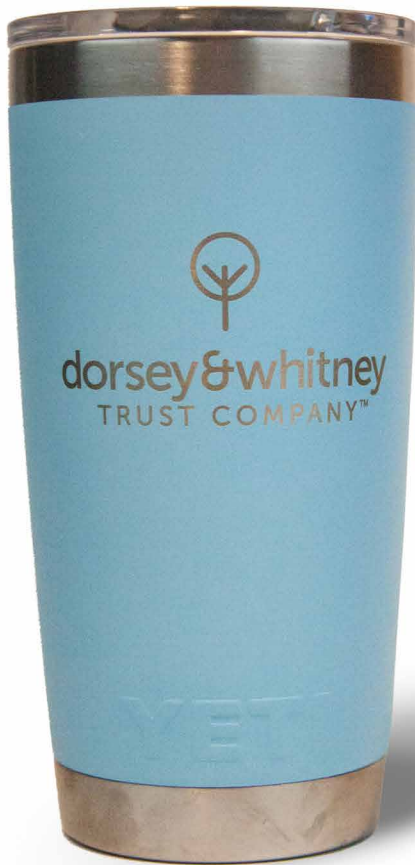
Whether used as employee rewards or as gifts to clients, the Dorsey & Whitney wearables designed by Insight Marketing Design ranged from business/casual to extremely casual.

Insight also developed a brand style guide that includes logo and color usage for clothing and accessories to ensure brand consistency at every touch point.

HATS

Not your typical financial planner hat.

The Dorsey & Whitney Trust Company customized cap reflects the firm's youthful energy with an eye-catching logo icon.



YETI TUMBLERS

The firm's employees were all thrilled to raise a glass, or tumbler to be more specific, to these branded Yeti drinking cups.



SHIRTS

Looking good and feeling good. These high quality branded shirts present a relaxed but still business-focused image for Dorsey & Whitney Trust Company.



PAJAMA PANTS

Sometimes you just want to be comfortable and a little bit funky. Branded pajama pants delivered just the type of light-hearted fun the firm had in mind.

APPROACH

The difference marketing insights make

Insight Marketing Design leveraged insights about how most people viewed trust companies to successfully reposition Dorsey & Whitney Trust Company as a forward-looking, modern financial firm. The new brand has been instrumental in attracting new clients and just as importantly, the next generation of employees who will secure the firm's future success.



CARL SCHMIDTMAN, PRESIDENT
DORSEY & WHITNEY TRUST COMPANY

Insight Marketing Design worked closely with the stakeholders at Dorsey & Whitney Trust Company to create a fresh, new brand for our trust company. Together, we developed a new logo and identity package, then utilized that new brand to update the trust company's website and sales collateral. We've been impressed with Insight's creativity, their ability to provide on-strategy branding and their team's responsive service. I am pleased to recommend Insight Marketing Design to any organization in search of marketing or branding.



AMY BOURNE, VP/CFO
DORSEY & WHITNEY TRUST COMPANY

We knew it was important to our firm's future to have a brand that's attractive not just to prospective clients, but also to high-quality, new employees. After the first meeting with the team at Insight Marketing Design, I knew they understood our vision and would create a unique look that would help us grow our business and our staff. Thanks to Insight, our brand messaging truly captures the vitality and energy of Dorsey & Whitney Trust Company.

RESULTS

DORSEY & WHITNEY TRUST COMPANY

Dorsey & Whitney Trust Company leadership has reported very positive reactions to their new brand from their law offices, clients and prospects. In addition, they have seen an increase in requests for information about their firm's offerings.

Insight Marketing Design is a full-service digital and traditional marketing firm that specializes in identifying what makes an organization different and translating those attributes into compelling marketing messaging. If you're ready for different results, call us at

605-275-0011



insightmarketingdesign.com

