



Marketing Brochure

Banking, Financial Services and Insurance (BFSI)

To create a unique marketing brochure with a distinguished approach and minimalist design for a financial consulting and wealth management major



01

The client was looking to develop a composite marketing brochure that would encapsulate the breadth and scope of its business, its various divisions and services, and above all capture its vision for its many stakeholders.



02

Netscribes' creative and strategic teams enunciated an evolved and sophisticated design matrix. Utilizing a sailing/naval metaphor, it created a smart and subtle narrative texture for the brochure. With an emphasis on the challenging seas of the financial world, the brochure efficiently depicted the intricacy and varied capabilities of the client.



03

The client received a corporate brochure that was specifically targeted and individualized to deliver a comprehensive window to the company. In addition, the brochure matched its aspirations for a new, understated and clutter-breaking look and feel, something that was both lucid and aesthetic.