

Case Study

Arum

Corporate design

MORIARTI



Background

Arum specialises in credit management technologies, providing business systems and technical expertise to various international debt collection and recovery operations across differing sectors. They work with clients on business strategies, systems and processes, driving improvements in efficiency and effectiveness for debt collections and recovery.



Making systems work for you

Brand development

The brief

Arum appointed **Moriarti** to rebrand the company and also create a product identity for a new RIA based product that they were developing for their target market. Arum was looking to present itself as a professional looking corporate solutions provider that could communicate with existing and potential clients in an engaging and consistent way.

A key objective was to develop a look and feel and tone of voice that would position Arum as experts in their target markets. It was important that the resulting creative also positioned the company equally against larger competitors.



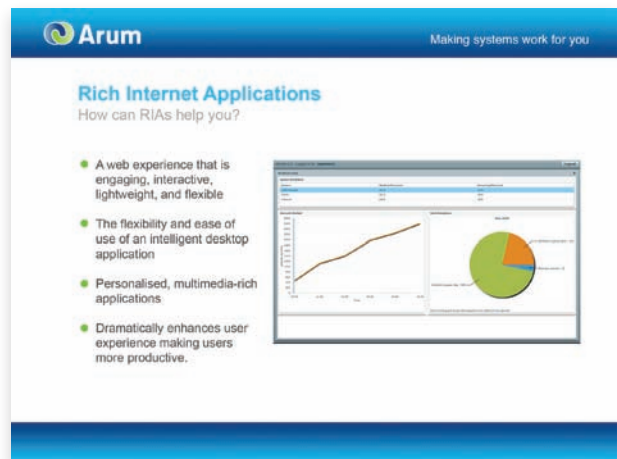
Website



Brand Identity

The response

Moriarti developed Arum's new company identity using a modern type face and a mark that in an abstract way symbolises partnership. The colour palette selected provides both a corporate and environmentally friendly approach which in conjunction with the new tone of voice provided Arum with a fresh, contemporary look and feel. We subsequently created a range of off-line and on-line corporate marketing materials to help launch the new branding that included business stationery, presentation templates, new website with CMS based news and blog. **Moriarti** also developed the product branding for Arum's new RIA based credit management product – DataEye.



Powerpoint Templates

“Moriarti followed a methodical, iterative process when re-branding Arum. Initially using a combination of questionnaires and face to face meetings to gather information and develop a creative brief that captured our requirements clearly. The design process was well structured but varied and allowed us to quickly establish what branding options would and would not work for Arum. Arum is a process driven company, so it was good to work with a design partner that was extremely creative but also process orientated in delivering creative results. From the day we launched our new branding we have had nothing but compliments from existing and prospective customers and partners. Moriarti ticked all of the boxes with our brand refresh.”

Aleks Tomczyk

Managing Director, Arum Ltd

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