

Professional Services

MSI Legal & Accounting Network

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Worldwide is a network of independent professional firms. As members of MSI, smaller firms are able to offer a level of service comparable to much larger practices. The network enables members to link with other single practice member firms around the world.

When MSI approached Verve, the network was known as MacIntyre Sträter International Limited. Verve were briefed to reposition the network and make their proposition clearer to prospective firms. We held a brand workshop with MSI's Secretariat to determine the qualities that define the network - vision, proposition, positioning and personality.

The workshop:

- Establish who the target audience is
- Determine MSI's long-term vision
- What is MSI's proposition?
- How does MSI position itself?
- What is the personality of MSI?

The results of the workshop determined the direction of the new identity.

We emphasised that MSI were unique in offering a worldwide service to the combined legal and accounting disciplines. The new visual direction had to project confidence and reliability. Lawyers and Accountants are generally conservative.

Network members are encouraged to indicate membership status on their stationery. We devised a three level system of branded membership and created digital artwork templates for printing member stationery.

The identity is explained in a printed guideline together with a CD-ROM containing artwork.

We have designed a selection of printed items for MSI including; member directories, folders, plastic envelopes and the annual review. Verve provides an ongoing brand management service to the secretariat.

CORPORATE MARK



DIRECTORY



CD-ROM



MOUSE MAT



STATIONERY



ANNUAL REVIEW

