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Dear readers,

It's not often enough I come across dream clients. Those who are open, receptive and willing to entrust your experiences. Such is the case with Clutch Financial Solutions. Actually, using the word 'client' isn't quite right -- I was made to feel a member of their team from the very beginning.

I was invited to a meeting amongst team members to discuss the direction of the company. That alone took me by surprise. Invited to a general meeting as an outsider? It didn't take long for me to understand why this invite wasn't too unusual. My participation was based on "getting the overall vibe" of the people and business.

From that meeting I took home the following impressions: open, honest, transparent, positive, passionate, driven. Every single member of the group instilled in me the same impression, the same approach to treating people and the same openness to doing business. Understand that - in my experiences - I have worked with everyone from the individual entrepreneur to the huge Canadian banks. But I have never come across such a tight knit and positive group as Clutch Financial Solutions. I can honestly say that anything is possible with them.

When it came to discovering their common identity, I couldn't have had an easier job. I took from them their personalities, their attitudes and their approach to doing business. Independently, they've been conducting themselves the same way for decades (sorry, don't mean to date anyone) but under a new company name they needed a unified identity. Something clean, straightforward and without the useless fluff all too common in the financial services industry. Here is a group that talks the talk, walks the walk and has the track record to prove it.

I'm deeply proud to say I was involved in helping to create this new company identity. They've taken a very poignant departure from the ordinary and stodgy financial sites littered across the web. I suppose it's the only answer for an extraordinary group of people.

I hope the quick pages attached to this letter will explain the processes behind creating the Clutch Financial Solutions identity. In my opinion, it is the perfect example of just how much thought and dedication is put into **everything** this company does both on a personal and professional level.

All the very best and much success,

- George Ozegovic

What's that name all about?

The name 'Clutch' works on two different (intended) meanings. The first representing the gear/shifting analogy in an manual shifting automobile. The second, perhaps more subconscious, is the idea of a clutch-player, the "go to guy" or team. There is a third meaning but without intent - to clutch - as in to grasp, hold, etc.

Clutch Financial Solutions is a departure from the standard / traditional names given to financial companies. Although not a unique word, the company name is easily recognized and identifiable amongst the backdrop of other financial services firms.

The Logo

A simple, easy to reproduce image was necessary. But also ready to manipulate/embellish as services, programs and collateral is developed. Here, the first challenge popped up. If we were going with a literal representation, what does an actual clutch look like and would anyone recognize such an image? A decision was quickly made to create a two-part logo involving: 1) the gear shift pattern and 2) use of the word Clutch.

The company name would be the "clutch" to the gear shift pattern used in the logo.

gear shift pattern; the shifter

a shifter only works with a clutch (company name)



The shift pattern



The H or double H. Simple. Straightforward. But there is more behind the meaning. While it's true that client investments are about moving forward, investing strategies aren't always about forward motion. There are times when an investment strategy needs to downshift - not reverse - just slow down or revisit previous "gears". For this reason, the gear numbers were left off the pattern so as not to include a reverse symbol.



Unveiling the pattern

Each gear represents an element of the financial services business. The concept is being able to shift smoothly from one element to the next. And revisit, or, "downshift" when necessary. The latter point is an underlying fundamental of Clutch Financial Solutions given their commitment to monitoring portfolios, scheduled reviews and ongoing client dialogue.

Rendering the pattern into financial elements clearly demonstrates the need to revisit or downshift regardless of the client's financial position. Economic cycles change, financial goals and needs change. Investment strategies must also either change or allow for flexibility as necessary. A 25 year old client does not have the same financial needs as a 65 year old client but they both share a need for every element within the shift pattern.

Colour Psychology: Blue & Orange

Colours have profound physiological and psychological effects on our bodies. Think about how you feel when you see a clear blue sky first thing in the morning or what your brain tells you when you're in front of glowing red stove elements.

Blue is associated with peace and trustworthiness. It is protective, productive and reliable.

Orange is energizing, fresh and enduring. In chromotherapy, orange is used to stimulate immunity and the healing process.

