

UNITED TRUST BANK BUILDS ITS FUTURE WITH SILK PEARCE

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Silk Pearce – East Anglia’s leading branding and design consultancy - is demonstrating once again with its breakthrough designs for United Trust Bank that annual financial reports can be just as innovative, inspiring and informative as any other piece of promotional literature. And they’re the perfect communications tool for keeping existing and prospective employees, clients and partners, as well as the wider financial community, regularly updated on a company’s progress and its ambitions.

United Trust Bank specialises in financing property developers throughout the UK. The bank was re-launched and re-branded in 2004 with a striking visual identity and a deceptively simple shield logo based on the initial letters U and T from its name. Although the bank’s logo never changes, it was designed by Silk Pearce to be reproduced in a myriad of ways and to allow the style of the bank’s printed and online literature to evolve and keep pace with the growth of its business and range of services.

This is the fourth year running that Silk Pearce has designed the bank’s annual report and accounts but the latest document – for the period ending 31 December 2006 – is based on a bolder, more confident design. Throughout the report Silk Pearce has used a range of materials from the



Four years of UTB reports from Silk Pearce





construction sector as a metaphor for the bank's growth success and to highlight a new move into the bridging finance market.

The design team also felt that the bank's distinctive visual style and its branding were becoming strong enough and more easily recognised within its target market that it was an opportunity this year to be more creative and adventurous. The 2006 report has only a section of the bank's logo on its front cover and a shield graphic reproduced in wood, clay and concrete to instantly remind recipients that United Trust Bank's core proposition is in construction.

The shield has even been rearranged to appear like a 'finance bridge' later on in the document – to promote the bank's new online bridging portal - whilst still being instantly recognisable as shaped elements of its logo.

"We are delighted with the design for our latest annual report and feel that it perfectly reflects our continued market growth while highlighting our new online bridging portal and other services. Silk Pearce's creativity is certainly helping us to stand out in a highly competitive, crowded marketplace with a distinctive look that is fully integrated across all our communications. We regularly receive comments on the measurable impact of our visual identity and the considerable brand equity we have established in just a few years," said Harley Kagan, Finance Director from United Trust Bank.

United Trust Bank's 2006 report is available on request from United Trust Bank, 80 Haymarket, London SW1Y 4TE. The design concept for the report is also being carried through by Silk Pearce onto a range of product literature and re-styled web pages that will be introduced over the next few months.

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