



Hatcher

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INTRODUCTION

Hatcher Advisory is a future-focused strategic advisory and accounting firm, delivering growth and possibility.

LOGO CONCEPT

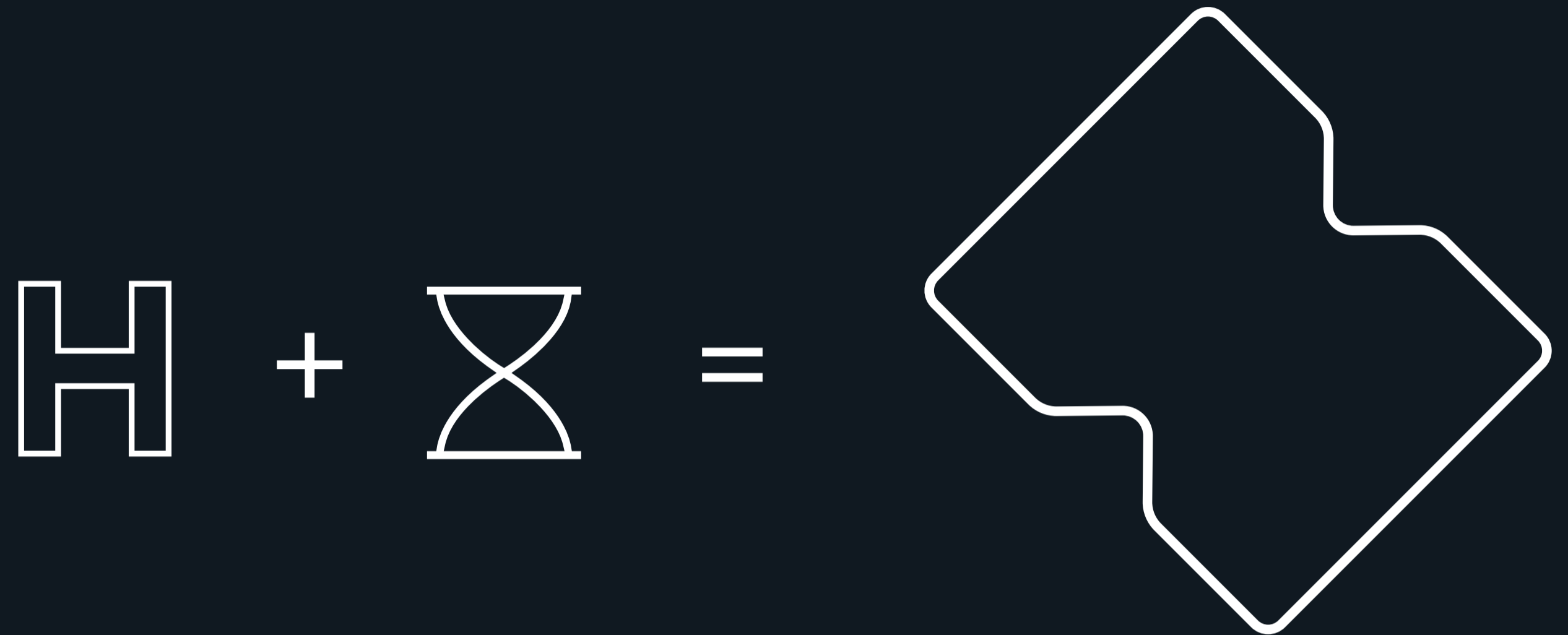
Hatcher Icon

The Hatcher icon, also identified as the ticker, is a dynamic graphic device that embodies the spirit of Hatcher — representing growth and possibility with time.

Applied in both solid and outline forms, it has the flexibility to be scaled up or down.

When scaled up it is used as a key graphic element, or when scaled down, used as an icon or avatar on social media profiles. In instances where the brand has already been established, or space is very limited, the ticker may be used in place of the primary wordmark.

Furthermore, when solid it can be used to house photography, section off information, or frame key moments as an outline over photography.



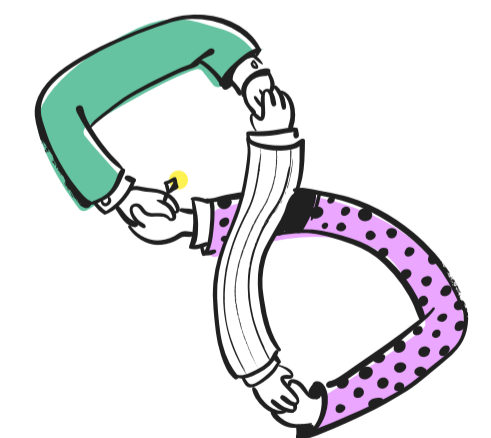
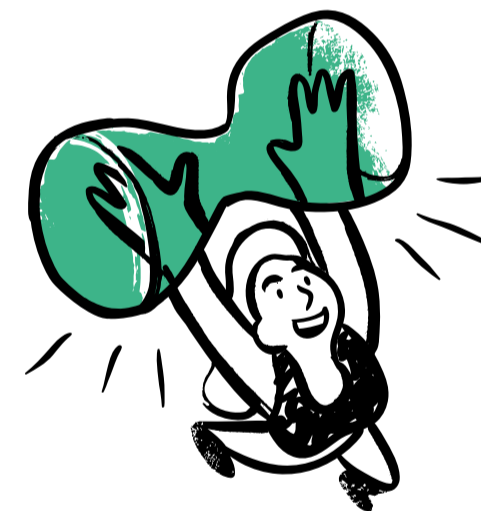
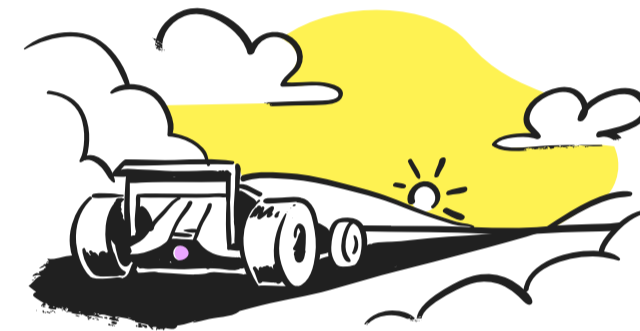
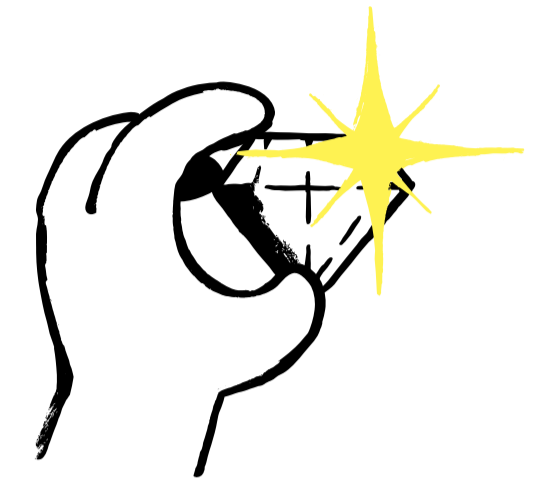
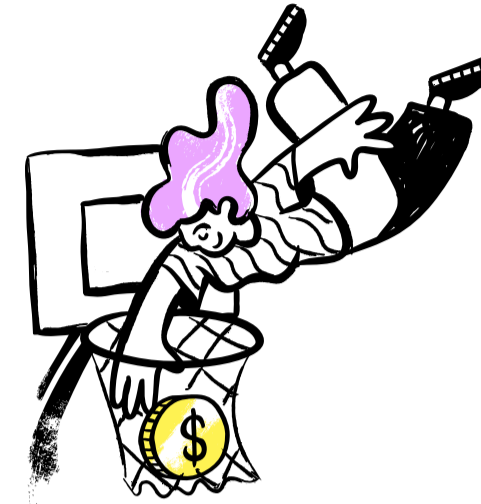
Time / Growth / Future / Legacy

HATCHER ADVISORY + TIME & PARTNERSHIP =
ACHIEVING THE BIG STUFF

VISUAL ELEMENTS

Illustrations

A set of custom illustrations were designed for the new Hatcher brand. They express the big brand ideas and vision — collaboration; clarity; financial empowerment; growth; goals; dreams, possibilities and opportunity. They also cover some of the practical needs of the business — teams/career and contact.



BRAND EXAMPLES

Business Card

PRINT FINISHES

The use of print embellishments and tactile stock will enhance the overall brand experience, conveying quality and sophistication.

A heavier and slightly textured uncoated stock, with white ink and a spot UV finish was utilised.



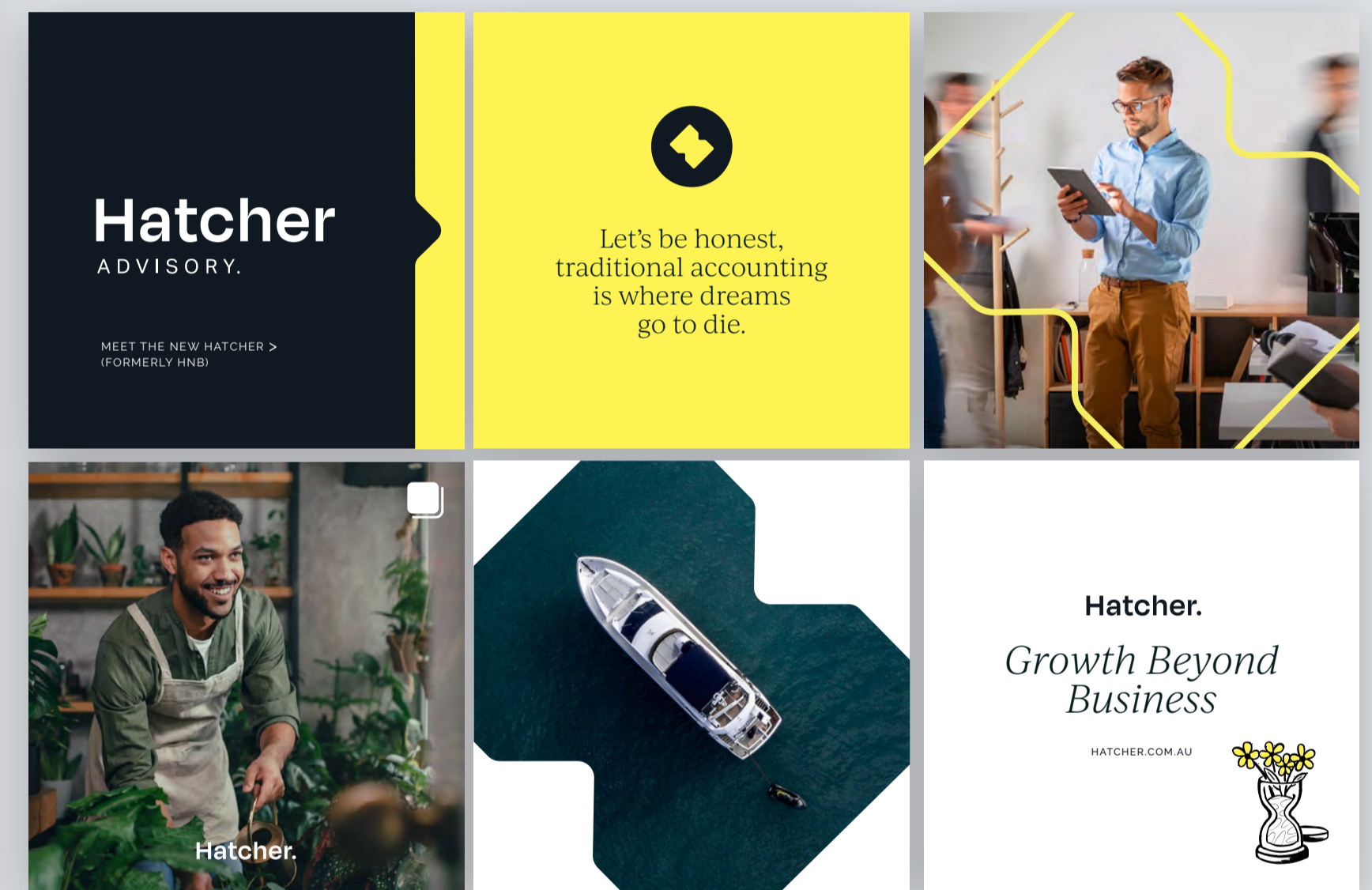
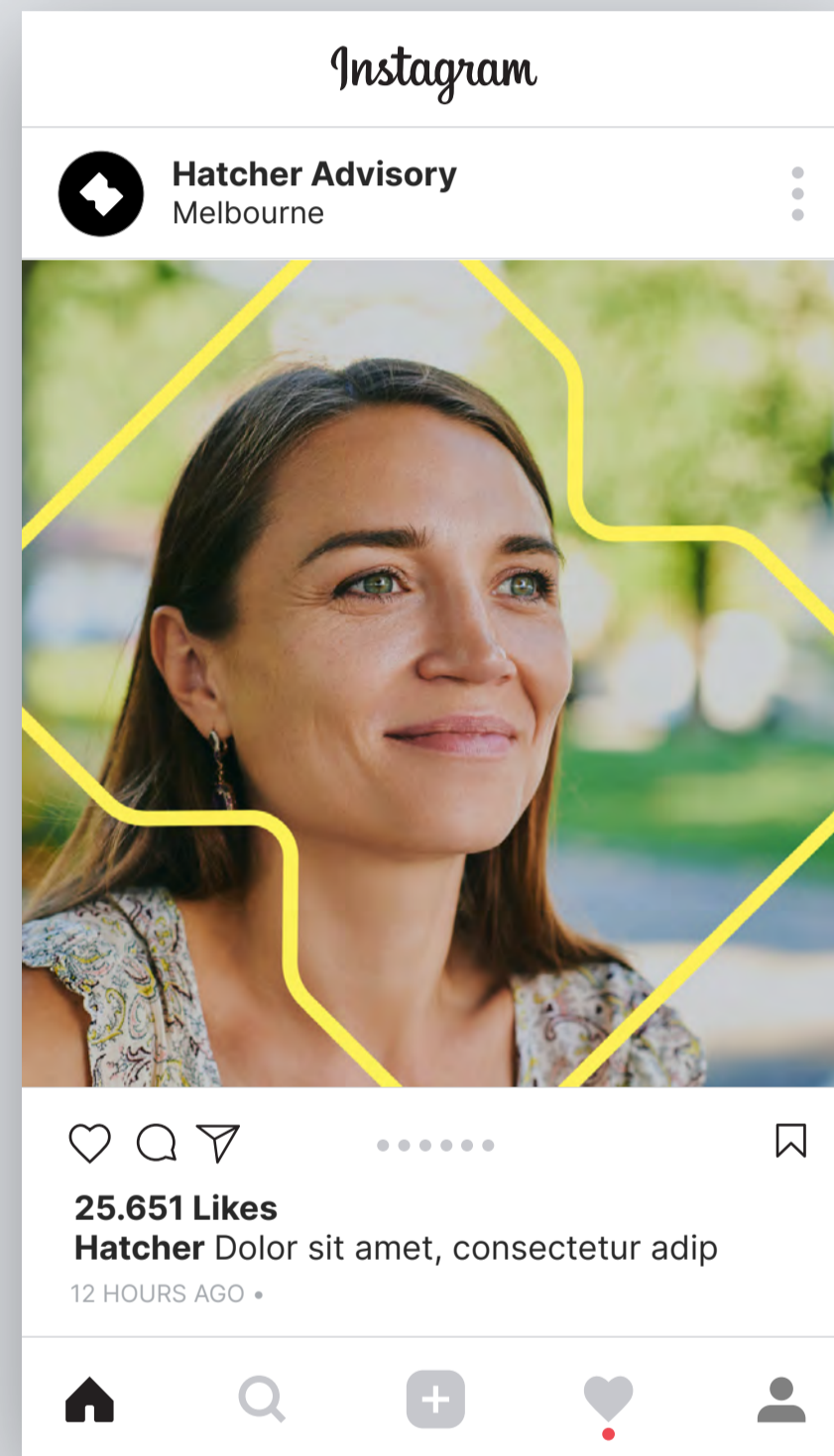
THICK BLACK STOCK
WITH WHITE INK

BRAND EXAMPLES

Social Media

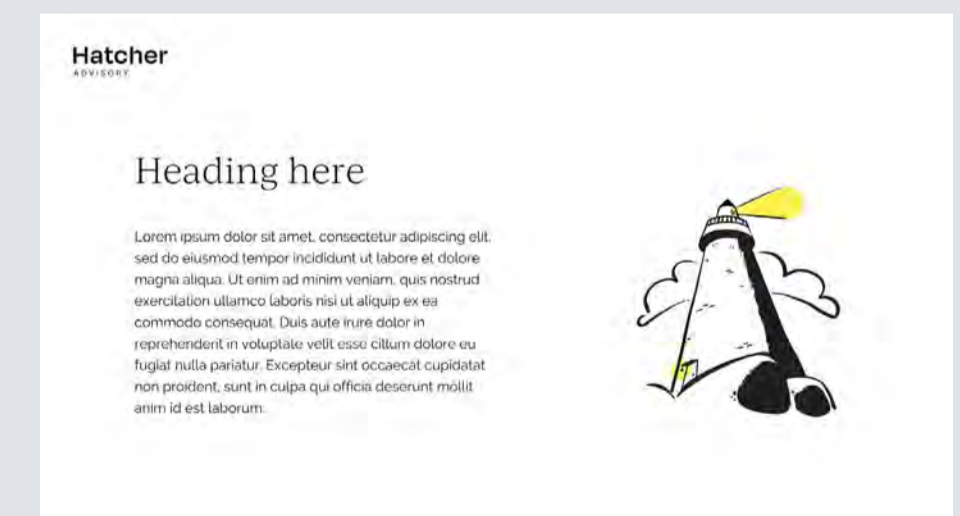
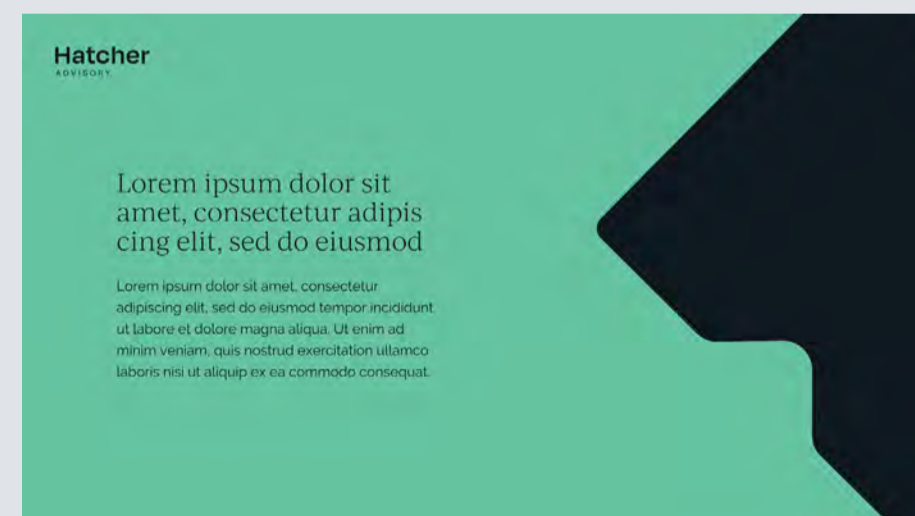
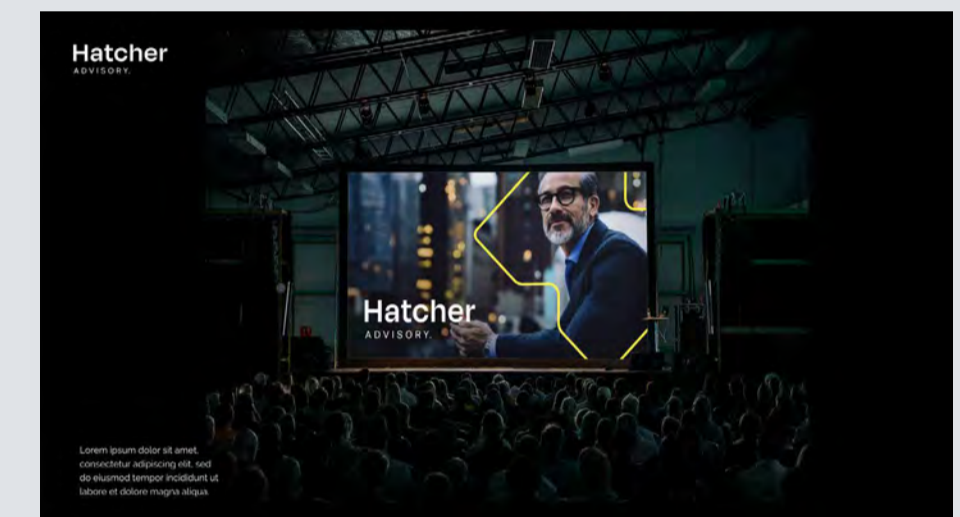
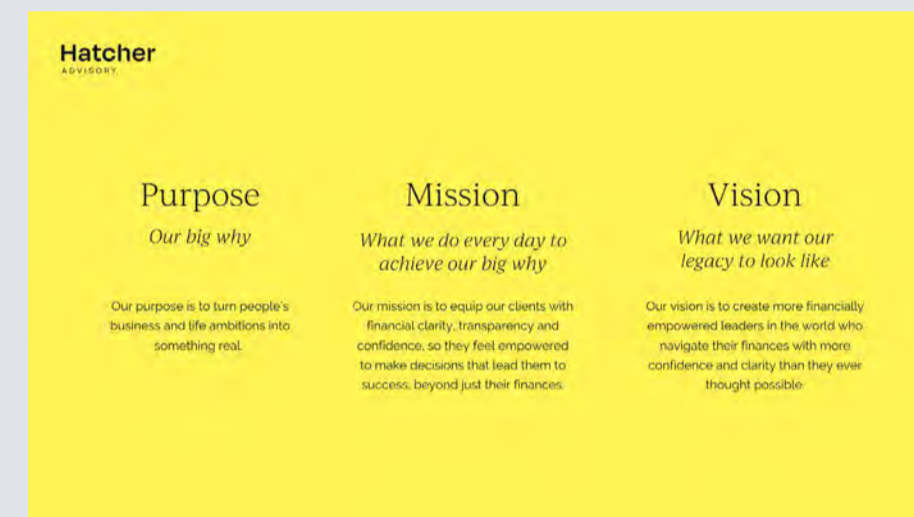
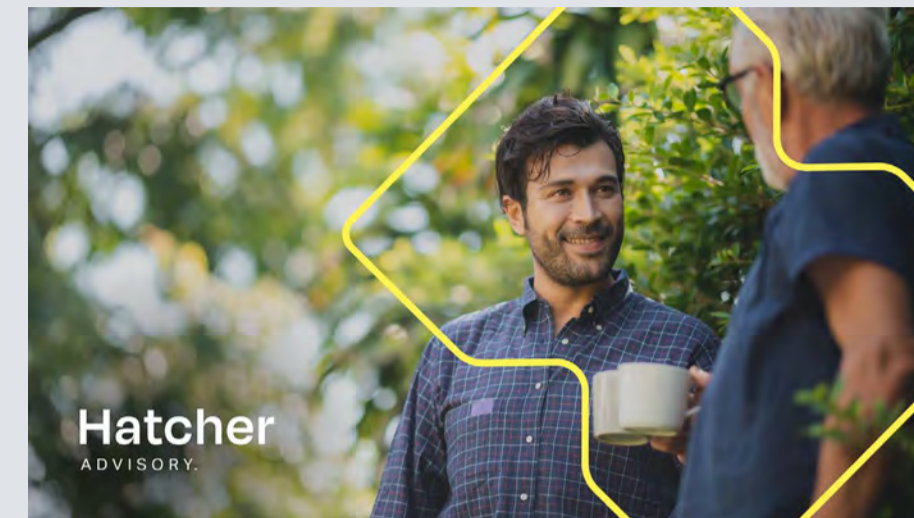
A range of social media templates have been created for use across the Hatcher social accounts.

Post styles are mixed up in both layout and colour balance — text heavy tiles (such as quotes) are blended with imagery based posts, creating a balanced and engaging flow.



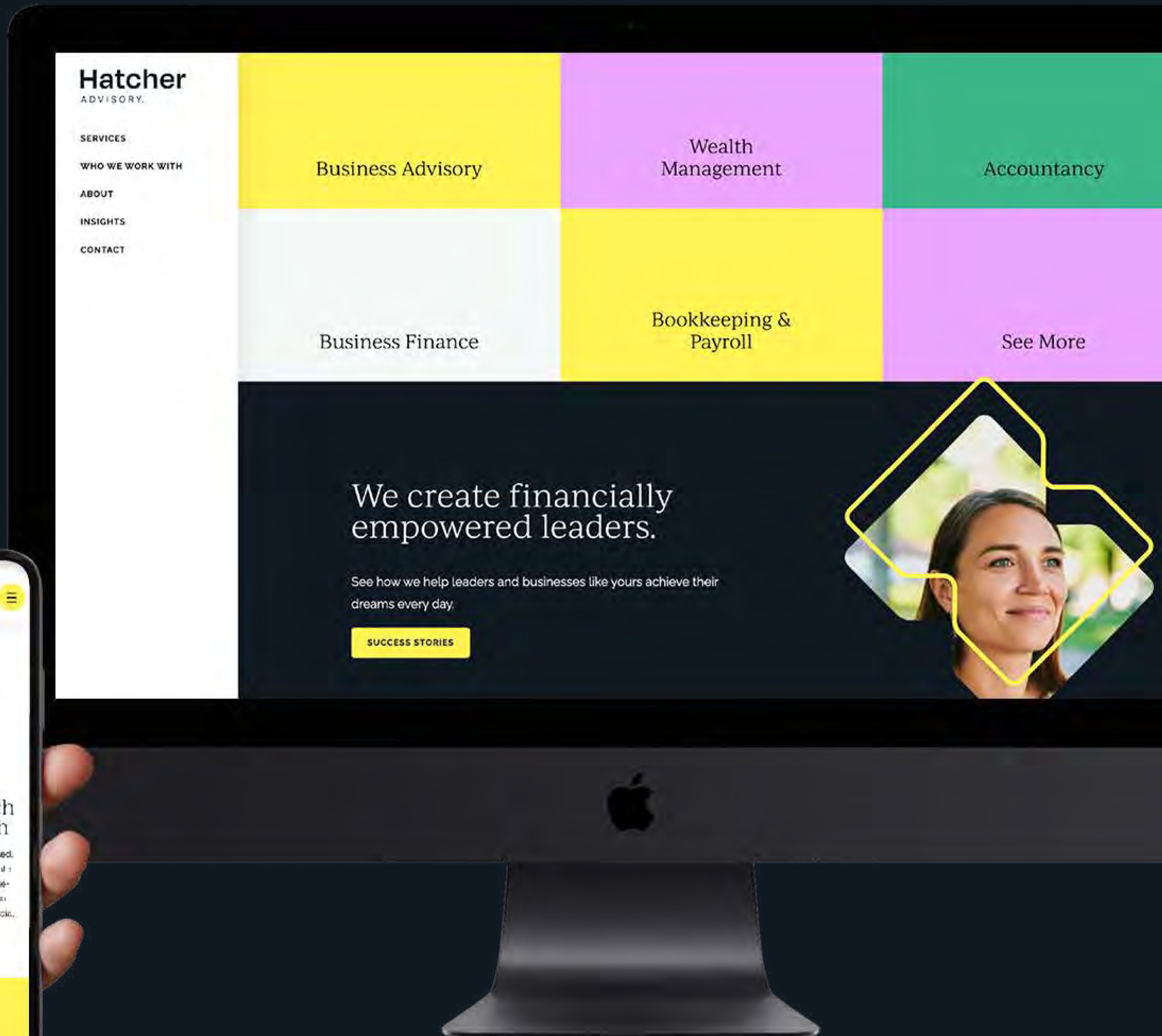
BRAND EXAMPLES

Presentation Templates



BRAND EXAMPLES

Website





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