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## The objective

### **Position Cathay Capital as a leading, global investment platform**

Cathay Capital selected Ballou to support them with their rebranding project by refreshing their branding assets and website. Cathay Capital needs to be seen as truly global firm. Indeed, despite being founded and headquartered in Paris, Cathay Capital is often perceived as Chinese.

The agency offers them a 360° support including the creation of a new logo, brand guidelines and videos. The project is divided into three stages – branding, design of the new website (Web and mobile) and maintenance.

### **The business aims to support:**

- Professionalize and modernize the brand to attract potential portfolio companies, LPs and employees as a global firm.
- Make Cathay Capital's activities easier to understand, notably the split between PE and VC divisions.

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# Rebranding

**Aligning Cathay Capital's branding with its global business objectives**

The preliminary stage included briefing and consulting sessions focused on defining the branding direction to align with Cathay Capital's desired external brand perception.

Concluding this preliminary project phase, Ballou formulated comprehensive brand guideline documentation encompassing elements such as visual identity, color palette, typography, graphic illustrations, as well as designs for business cards and email signatures.





# Web and Mobile Website

## To design and build

Two concepts to pick from were suggested for Cathay Capital.

Following the brand discovery sessions, our team set up a retroplanning for the different stages of the web site design in two versions for Web and mobile.

A prototype has been done for client validation and various tests (homepage, web and mobile versions). Ballou designed, built, launched and maintain the website. Our team also created all the multilanguage content.

