

ballou.

 **tesselate**

The objective

Raven meet Efficiency and become Tesselate

Efficiency et Raven (two financial firms) choose Ballou to assist them with their rebranding project following their merger.

The agency offers them a 360° support including the creation of a new logo, brand guidelines, videos and the choice of a new name.

The project was divided into three stages – branding, design of the new website and videos.

Brand purpose:

To create sustainable and agile partnerships between our people and clients to make a positive contribution to the financial services ecosystem.



Rebranding

Here is Tesselate!

This first stage, which lasted 4 months, started with a meeting with some of the employees of the two companies to describe their respective organizations and explain what they are expected from the new entity.

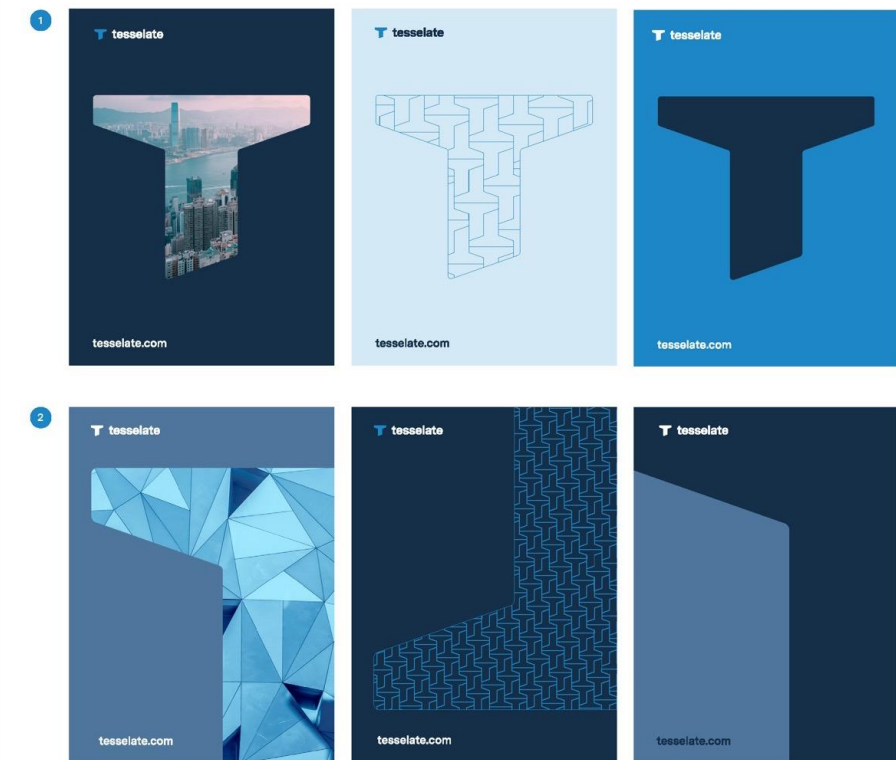
Following this exchange, Ballou submitted different names et set up a brainstorming session to discuss the proposals made. An internal vote was held to choose the new name – Tesselate Group.

Finally, to complete this first part of the project, Ballou developed a brand guidelines documents that includes – visual identity, colour palette, typography, graphic illustrations, business cards and email signatures.

Graphic Assets T Logomark

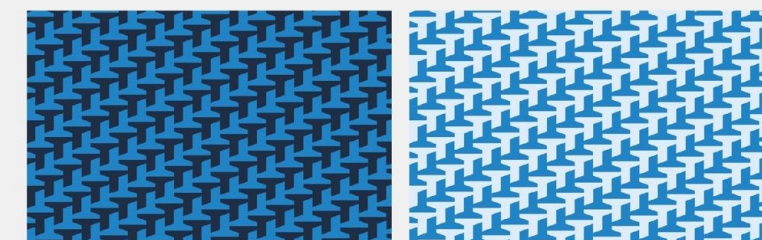
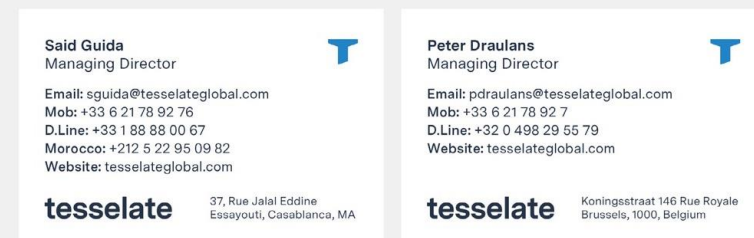
The T logomark is a key asset in the Tesselate brand identity and can be used in two main ways as displayed here

- 1 T LOGOMARK FULL CENTERED
As a way to crop imagery, as a way to crop the Tesselate patterns, or as a full colour vector graphic.
- 2 T LOGOMARK CROPPED OFFSET
As a way to crop imagery, as a way to crop the Tesselate patterns, or as a full colour vector graphic.



Stationary Business Cards

Business cards cards can be created using any of the 4 T Logomark Fill tessellating patterns.





Website

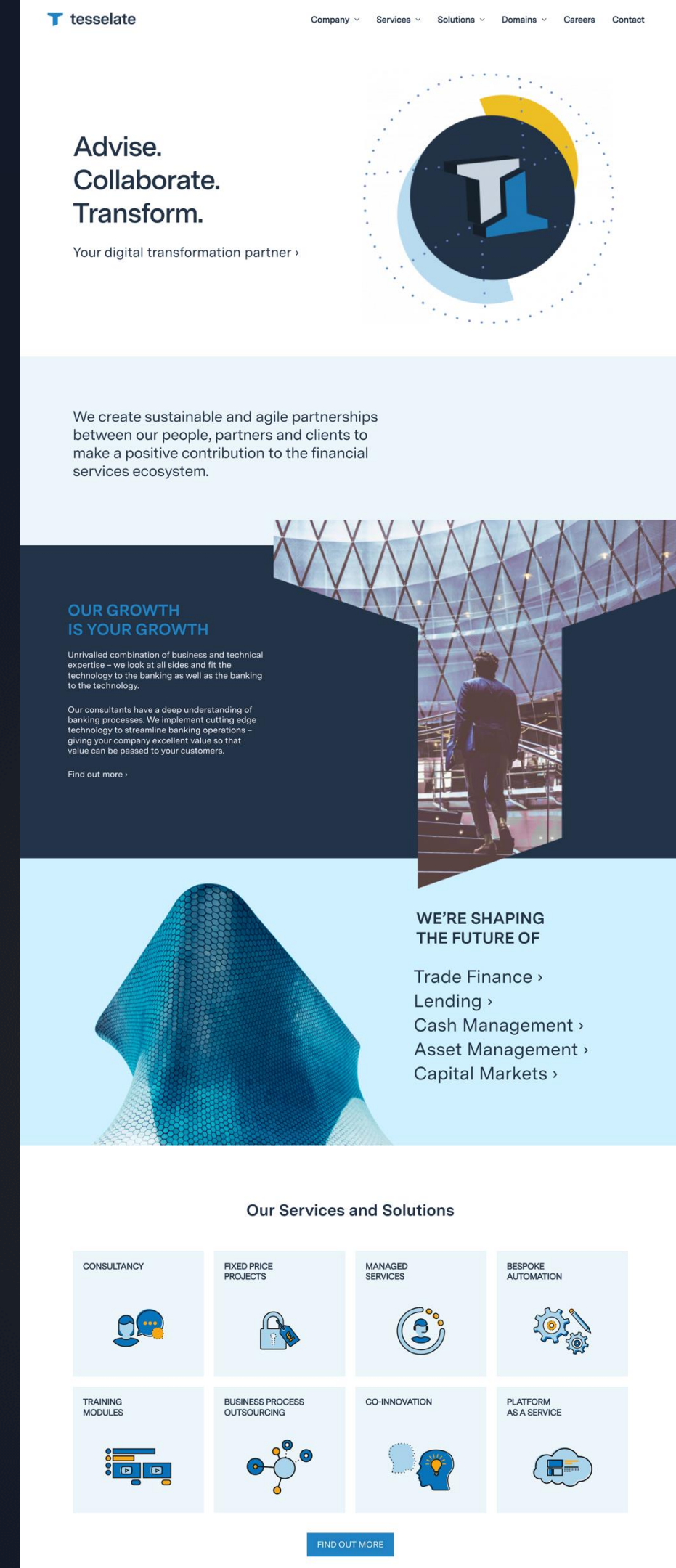
To design and build.

The second phase of the project started 2 months after the launch of the project and lasted 4 months.

Our team set up a retroplanning for the different stages of the web site design. Ballou wrote all the text, before designing and building the website. A prototype has been done for client validation and various tests (homepage, web and mobile versions) before building and launching it.

Ballou takes care, of course, of the purchase of the main domain, sub-domain and all the technical aspects.

Ballou also designed the branding and design of two of their new products – Marble and Tegular – as well as animated videos to present them.





Innovative, responsive and scalable
Trade as a Service Platform





Hassle-free, adaptable and scalable
Lending as a Service Platform



ballou.

T tessellate

Illustrative videos

Tessellate also wanted animated videos to present the new company and their solutions – Marble and Tegular.

The support offered included the briefing with the client, producing the video script, music and voice-over suggestions...

These videos are intended to enrich their new website but also as a support for the various external events.

