

# CreditSights

A leading U.S. and global provider of investment research, CreditSights is a high-level, independent firm with over twenty senior analysts. Its products and services are designed to analyze and streamline the entire research process, and range from daily transactions and market strategy to comprehensive risk management.

## Intelligence

The focus of this assignment was to give a sophisticated and professional appearance to the corporate identity and marketing materials of CreditSights. The diverse marketing program strongly emphasizes its highly qualified team of analysts. Brochures included a team introduction (their key sales tool), BondScore information (a suite of credit-scoring products) and an in-depth explanation of their services and capabilities.

## Inspiration

The updated logo was streamlined to emphasize emerging global marketing expertise. For the marketing materials, we seamlessly combined prestigious colors, action photography and classic typography. We titled the biography brochure "Meet our Team" and replaced typical headshots with action images of the analysts at work. The product brochure used a fresh approach and venue to showcase images from the company's Web site, while the capabilities brochure incorporated oversized photos of employees providing their services. The result: a dramatic new look that strengthened the highly regarded reputation of CreditSights.

## Langton Cherubino Group

Design Intelligence / Design Inspiration  
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**Meet our team.**

**When it comes to independent research, the custom news CreditSights is equipped**

**When it comes to investing, the performance independent research is unbeatable.**

**Meet our team.**

<b>Steve Anderson</b> Senior Analyst Corporate Finance Services	<b>Robert S. Harris</b> Senior Analyst Insurance and REITs	<b>David A. Harter</b> Senior Analyst IT Financial Services	<b>Andrew M. Shih</b> Senior Analyst Steel Industry	<b>Roger L. King</b> Senior Analyst High Yield	<b>Miss Thelma Cox</b> Senior Analyst Automotive	<b>Michelle Taylor</b> Senior Analyst Corporate Intellectual	<b>Paul C. Davis</b> Senior Analyst Health Care	<b>Gregory Chappell</b> Senior Analyst Retail and Consumer Products	<b>Deborah L. Matthews, LL</b> Senior Analyst Utilities	<b>John B. Sullivan, CFA</b> Senior Analyst Oil and Gas
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Folder and stationery system

