

Media Release – 28 September 2022

Insignia Financial brand wins Gold at the BETTER FUTURE Sydney Brand Design Awards

A brand created for all Australians

Insignia Financial Ltd (“Insignia Financial”) in partnership with Principals, a leading independent brand agency, has been awarded Gold at the BETTER FUTURE Sydney Design Awards 2022 for the ‘Graphic Design – Identity and Branding – Finance’ category, for the Insignia Financial brand launched in February 2022.

Following the May 2021 IOOF acquisition of MLC Wealth, a new company name, Insignia Financial, and accompanying corporate brand was created to capture the transformation, renewal, and growth of the organisations coming together. Working closely with Principals, the Corporate Affairs & Marketing team developed a new visual identity, creating a fresh and inspiring brand to resonate with its own people and all Australians.

Sawsan Howard, Insignia Financial Chief Corporate Affairs & Marketing Officer, said: “To better reflect who we are as an organisation and our focus on creating financial wellbeing for all Australians, we changed the name of our enterprise brand from IOOF to Insignia Financial last year.

“Rebranding a 176-year-old institution is a bold move and we’re extremely pleased to have had Principals join us for this part of the journey. They exceeded our expectations, delivering a new brand that speaks to confidence, distinctiveness, and creativity. Principals also provided the tools to enable us to embed our new brand into the organisation, laying the groundwork for a bright future.

“As part of the design challenge, we wanted to be visually bolder in articulating the new brand – to be impactful and distinctive, while remaining respectful to our heritage. The Insignia Financial logo is a true example of paying tribute to the past – incorporating the IOOF rings with the MLC egg, while reimagining the future, with the green hues representing newness, prosperity, and growth.”

Principals was a standout in the award category, ‘Graphic Design – Identity and Branding – Finance’, through its development of creative and innovative design in the traditional or digital visual representation of ideas and messages for the new brand identity for Insignia Financial.

Simon Wright, Principals Executive Creative Director, commented: “We are thrilled to have received the Gold award for our work on the Insignia Financial brand. Our brief was to create a new brand identity using an already designed logo – one that would tell the story of the organisation’s transition and represent a sense of belonging, future-focused, and uniquely unexpected.

“We challenged the boundaries of conventional branding when developing the new identity. We wanted to ensure we were distinctive and confidently positioning Insignia Financial as a leading wealth manager committed to helping Australians improve their financial wellbeing. The new identity, along with digital-first tools, have given Insignia Financial’s people their own identity story – and the tools to confidently own and rally behind it.”

Ms Howard added: “Everything within the visual system – from illustrative to digital brand assets – is a representation of where we are today. The imagery, colour palette, and patterns all seek to evoke a notion of renewal, forging forward, and innovation.

“The Insignia Financial brand was well received by our various stakeholders and audiences. The new identity has been successfully rolled out across all platforms, including our corporate website, as well as throughout our internal communications. We have seen our people and clients embrace who Insignia Financial is, our principles, and our ambition to create financial wellbeing for all Australians.”

BETTER FUTURE is a global independent design promotion organisation that oversees programs of recognition and the world’s largest network of design awards. It is a global community of 115,000 members, involving over 9,000 brands and 2,900 studios who come together to innovate, accelerate and grow demand for design. In 2021, BETTER FUTURE celebrated over \$USD472 billion of design projects and raised the profile of over 1,580 design projects.

The awards presentation for the BETTER FUTURE Sydney Brand Design Awards will be taking place on 24 October 2022 at the Ovolo Woolloomooloo, Sydney.

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Notes to Editors:

- Additional high-resolution images are available on request.
- The BETTER FUTURE Sydney Design Awards 2022 Gold winner entry can be found [here](#).
- Additional information regarding Insignia Financial’s brand elements:
 - The brand sums up our brand values: be human, deliver what matters, stronger together, keep it simple and do what’s right.
 - The brand’s primary palette colours are shades of green, achieving visual harmony and building brand attribution. The colours in our secondary palette take their cues from the Australian landscape, and their rich warm tones complement the natural greens in our primary shades.
 - The wellbeing symbols (butterflies, fish, birds) are created by combining our logo with photographic elements, in a playful and energetic way. We use them tell big transformative stories, predominantly across digital channels.
 - Our photography approach with portraits captures confident Australians from a diverse range of backgrounds. This is supported by lifestyle photography – suggesting interesting lived stories, and featuring a diverse range of people, activities and locations. A further layer is provided with textural landscapes, which capture the essence and colour of the Australian environment in an abstract way.

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About Insignia Financial Ltd

Insignia Financial has been helping Australians secure their financial future since 1846. During that time, we have grown substantially to become one of the largest groups in the Australian financial services industry.

Insignia Financial provides advisers and their clients with the following services:

- **Platforms** for advisers, their clients and hundreds of employers in Australia;
- **Advice** services via our extensive network of financial advisers; and
- **Asset Management** products that are designed to suit any investor's needs.

Further information about Insignia Financial can be found at www.insigniafinancial.com.au.