

Development of new logos for

- BNY Hamilton Distributors
- BNY Hamilton

BNY
*H*AMILTON
FUNDS

ADVISED BY THE BANK OF NEW YORK

Sources



Considering alternatives

Logo development within a framework of an existing identity usually begins with answering two questions:

- What should the new logo say about the brand?
- Which attributes of the current brand should the new logo draw upon?

For this assignment, we considered two sources.

Bank of New York

The Bank of New York's strong, established identity is reflected in its style of logo. The typeface used in the corporate mark is a modified version of Bodoni. Though difficult to read quickly in a stacked arrangement, this corporate brand has had extensive visibility over the years.

The red square stands as the dominant, memorable feature.

BNY Hamilton Funds

The BNY Hamilton Funds identity developed last fall continued the use of the corporate red. The "H" in Hamilton was refined to be more legible. Though the full name of the product group is "BNY Hamilton Funds," enlarging the key word "Hamilton" helped make the mark more prominent in the retail marketplace.

Stacked tightly and using all capital letters, the Bank of New York brand logo shares one common design element with the recently redesigned BNY Hamilton Funds corporate mark: the color.



Bringing positive attributes to light

Sabon

ABCDEFGHIJKLMN

OP
qrstuvwxyz 1234567890

abcdefghijklmnopqrstu

vxyz



A stylized red monogram logo, possibly representing the letters 'H' and 'C' intertwined in a cursive script.

What should the Bank of Hamilton and Bank of Hamilton Distributors logos say about the brand identity?

- Both new logos should appeal to up-market investors, who may prefer a separately managed account to a retail mutual fund. The new logos should reach out to a higher net worth clientele and perhaps be linked more directly to the solid, fiduciary legacy of Bank of New York.
- Additionally, the new logo should resonate with BNY Hamilton Funds, a parallel member of the BNY product array.

The thinking behind the new logos

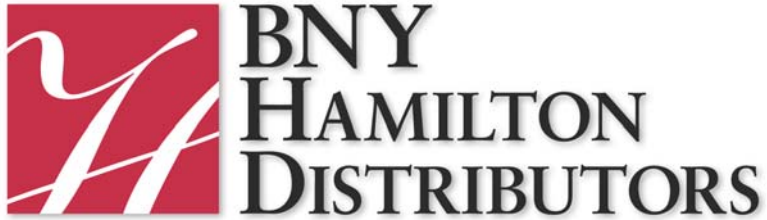
Bodoni is not an easy font to reproduce.

- The line weight in the characters varies in thickness.
- Often the characters become illegible or fill in when trapping out of a solid color.

BNY Hamilton Distributors

Options: 1 & 2

Option 1



Option 2



The square and the corporate red provide an ideal starting point for developing a logo that needs to reflect The Bank of New York and BNY Hamilton Funds brands.

We recommend:

- Utilizing the more legible Sabon font from the BNY Hamilton Funds logo.
- Adapting a stylized version of the "H" to the brand.

BNY Hamilton Distributors

Options: 3 & 4

Option 3



BNY Hamilton Distributors

Option 4

 BNY Hamilton
Distributors

These options offer an attractive degree of resonance with—and separation from—the BNY Hamilton Funds brand identity.

Option 3, a centered format, has a closer tie in with BNY Hamilton Funds. Option 4 has a stronger tie in with the Bank's corporate brand.

BNY Hamilton

Options: 4, 5, & 6

Option 5

BNY  HAMILTON

Option 6

 BNY
HAMILTON

Here are two examples for how the design approach could be applied to BNY Hamilton.

How the logos compare

