

Wasatch Global Investors



We rebranded Wasatch Global Investors to express their 100% focus on investment management.

We rebranded Wasatch Advisors as Wasatch Global Investors to better reflect the firm's global investment management business. Our research into their unique culture, investment strategies and Salt Lake City heritage drove all of our strategies, including a name change, new logo, refreshed visual identity, website and marketing materials. Wasatch is proud of their culture that embraces unique and diverging viewpoints, and we captured this in the reflective nature of the logo, which also references the Wasatch mountains and the letter "W." We provided a brand voice to inform both institutional and individual investors through smart typography, a versatile color palette and new photography.

The home page carousel immediately reinforces the company's defining characteristics with a rotating type solution over a subtle motion photo-illustration of the Wasatch mountains, highlighting the phrases: long-term perspective, independent, employee-owned, collaborative team, small-cap specialists, global perspective and client-focused. Additional animation is used throughout the site to further engage viewers.

Wasatch's team members bring a truly global perspective to investment management, having lived in 42 countries and speaking 23 languages. The rebrand expresses the company's commitment to their culture, heritage, process, strategies and investors.

