



Press release

BROWN OUT, BLUE IN AS BBS REVEALS NEW LOOK

Leading pension experts bring their established brand up to date to match cutting edge client services

The forecasters may be predicting a sunny autumn, but that hasn't stopped Bristol's leading independent firm of pension advisers coming over all blue.

That's because BBS Consultants & Actuaries, which helps small to medium sized businesses run their defined benefit and defined contribution pension schemes, has launched a newer, bluer, corporate logo and colour scheme as part of a re-brand.

James Stanfield, director and co-founder of BBS, said: "The business has come a long way since its formation in 1997 and, while our constantly-evolving services are recognised as cutting edge, our outward-facing image has remained static and maybe a bit staid for the modern world's tastes."

In addition to casting aside its traditional browns and other autumnal colours in favour of a more modern royal blue, BBS has also put all of its marketing material, including brochures and pitch documents, through the re-design process to produce a range of eye-catching corporate literature.

The new corporate brand is also in line with BBS's recent move from spectacular but old-fashioned Georgian premises in Clifton to their new modern offices in Canard Court near to the centre of Bristol.

