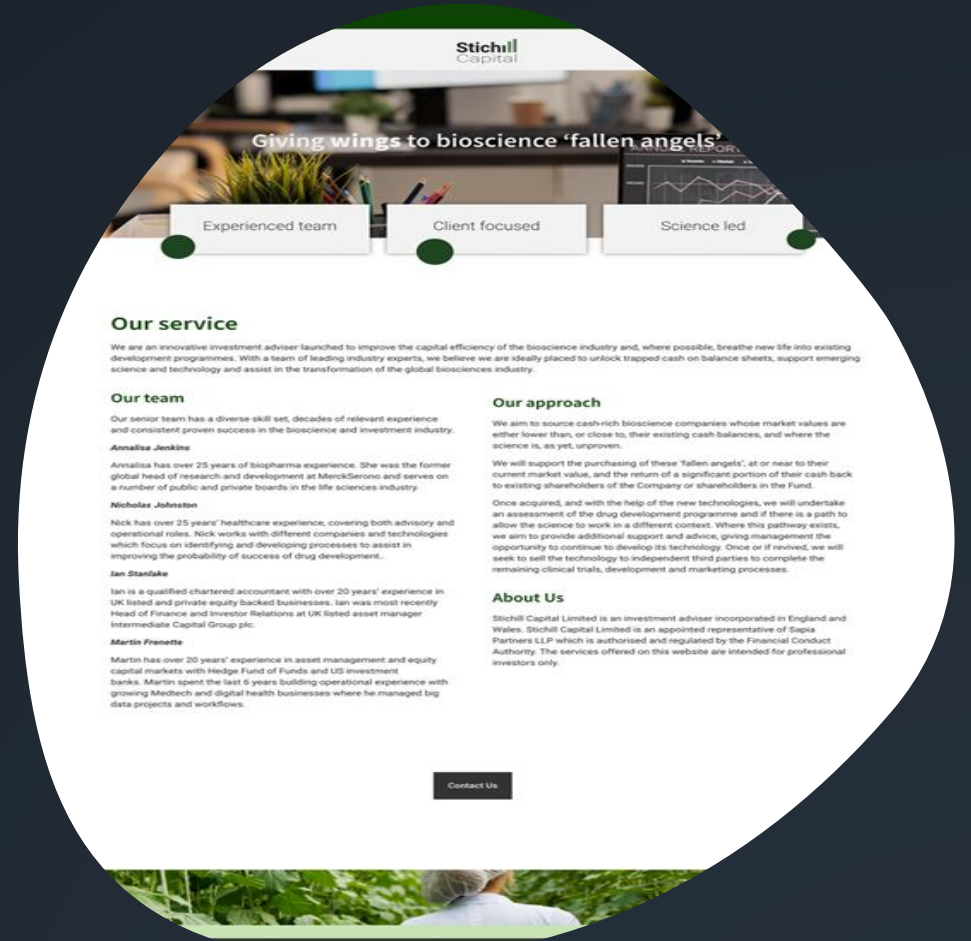


# ve Space CASE STUDY



**Stichill Capital**  
Creative branding and website

# OVERVIEW

In the competitive landscape of financial services and investment, establishing a strong brand identity and an engaging online presence can be a significant factor in attracting and retaining clients.

We were tasked to set up branding and a website for Stichill Capital, a new venture of a previous client of ours. He came to us with the name of the business and the vision and left the rest up to us.

He trusted that our team of creative experts would produce a brand that fit his vision and looked good too.

Our creative team produced a selection of logos, colours, and font options for our client to choose from before using those designs to create a specialist website.

The website we created is designed to grow and expand as Stichill Capital does.

Stichill Capital Limited is an appointed representative of Sapia Partners LLP, which is authorised and regulated by the Financial Conduct Authority.

Creative branding  
and website  
design

Stichill Capital

Previous client  
beginning a new  
venture

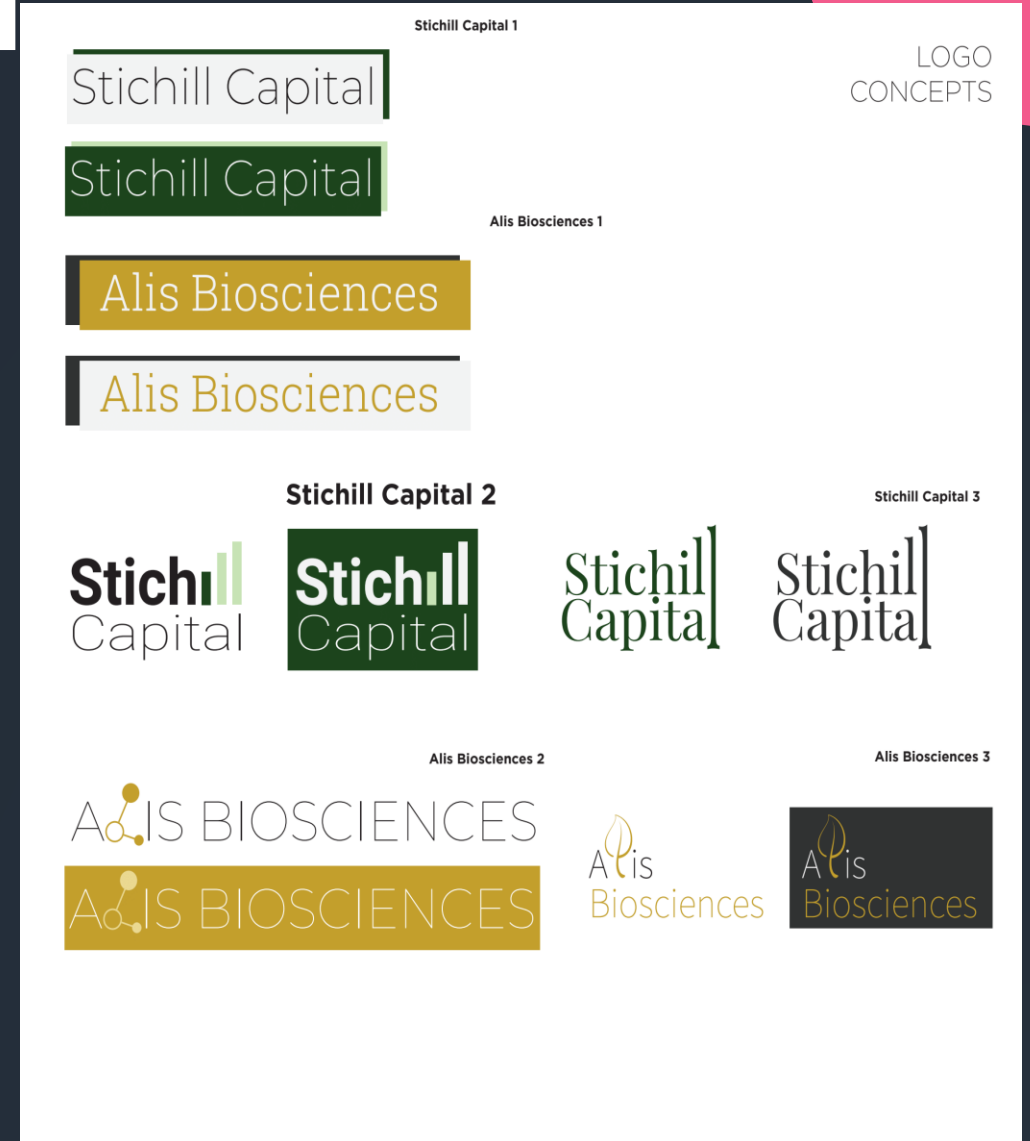
# OUR CREATIVE SOLUTION

## BRANDING

We created the brand from scratch, with only the name and the vision of the company. We undertook extensive research to gain insights into Stichill Capital's target audience, competitors, and the financial industry as a whole. This research helped us identify key trends, preferences, and best practices that would guide our design decisions.

Our Head of Production, James Jackson, adopted an iterative design approach, presenting the client with several concepts and design directions. This allowed for a collaborative process where Stichill Capital could provide feedback and guide the design direction based on their industry expertise.

Our client was impressed by the concepts James produced and is eager to explore business cards and printable content using the chosen logo in the future.



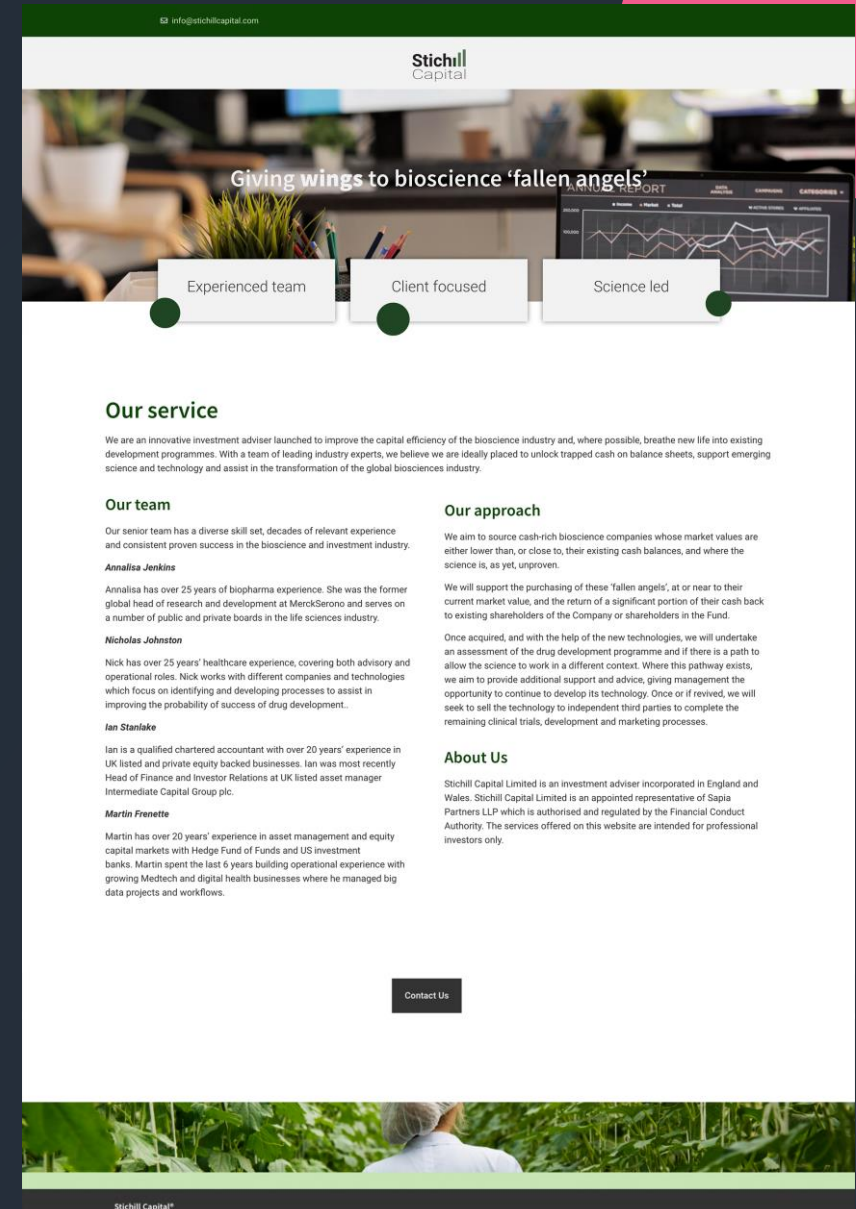
# OUR CREATIVE SOLUTION

## WEBSITE

With brand identity approved, James set about designing the website. The vision for this website is to continuously grow with the business.

As we had an existing strong relationship with the people at Stichill Capital, we had free flowing communication throughout this project. This meant we were ahead of deadlines and completed the project much faster as there were no communication delays.

The website developed by our team effectively balanced the need for informative content with a visually appealing design. The sensitive wording was thoughtfully crafted, striking a perfect balance between professionalism and approachability.



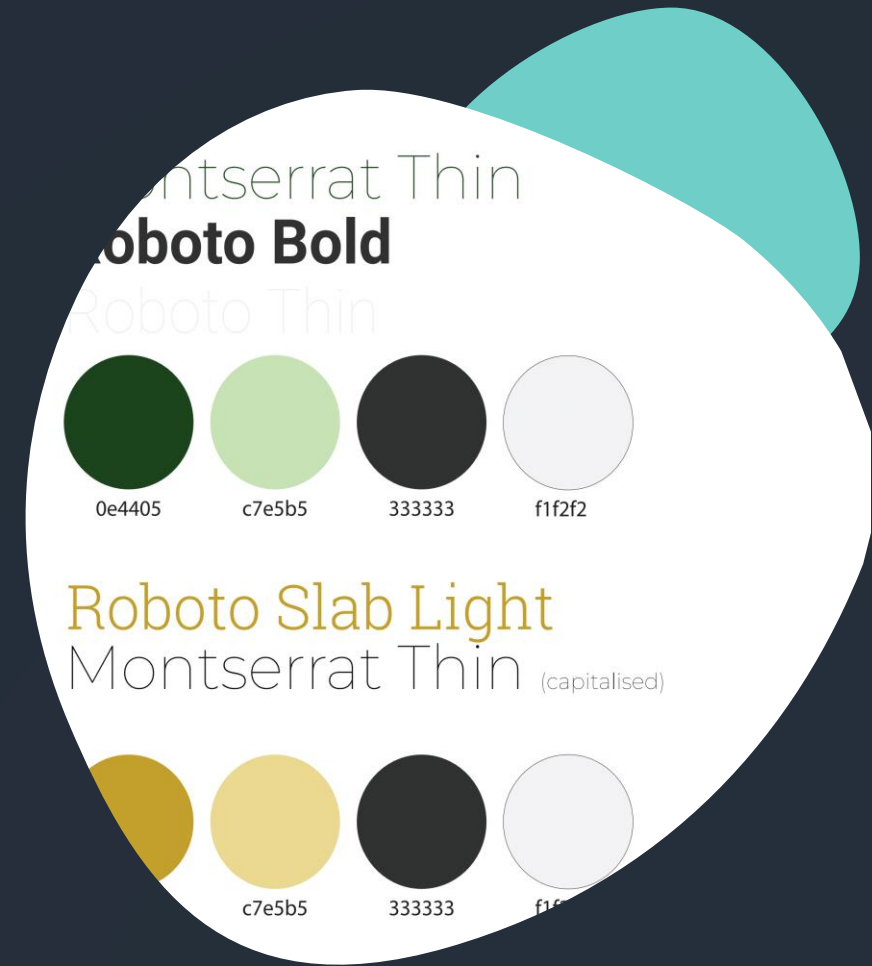
# CHALLENGES

Whilst we had most of the creative control, there were a few challenges that came about.

As Stichill Capital is starting out in the financial services and investment industry, there were certain wording and click throughs that we were not able to use due to industry restrictions.

As this area was new for us, our creative team began researching the restrictions and legalities of the industry so they could understand what could be included on the website.

After taking some time to understand the restrictions, our team were confident on the website they created.





It was great to deal with a team who were always in listening mode, and with a joint aim of delivering a high quality, timely product that met our specifications.

Ian Stanlake  
Stichill Capital



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