



BERNHARDT FUDYMA DESIGN GROUP
Thinking about brands in transition.

Accounting for risk.

How one financial solution provider rejuvenated
its brand in a crowded niche market.

DISCOVERY

CONTEXT

Reval is a leading financial technology company that focuses on the complex and arcane world of derivatives accounting. Founded in 1999, Reval was poised for its next stage of growth - physically and geographically. Many of the most successful multinational corporations, financial institutions and accounting firms have chosen Reval for its derivative risk management solutions and services to help them solve the complicated valuation, processing, compliance and reporting issues associated with derivative pricing and hedging across multiple asset classes. Their powerful combination of derivatives expertise, accounting insight and technological prowess addresses the need for derivatives to comply with national and international accounting standards.

Although we did not redesign the company's logo, we refined its typographic detail for better visual presentation.

The logo for Reval, featuring the word "REVAL" in a bold, red, sans-serif font. The letter "V" is stylized with a diagonal line extending upwards from its top left corner. A registered trademark symbol (®) is located to the right of the word.

Our challenge was to energize and solidify Reval's brand globally - among clients and prospects alike - and create a communication materials system that would support their positioning and provide a cohesive corporate image for future marketing efforts.

DISCOVERY

FINDING THE PAIN POINTS

Our initial task was to assess Reval's current positioning and to better understand what critical issues motivate the market to choose Reval. To get the big picture, we spoke to dozens of people with different titles in various countries around the world. We found that most of those interviewed considered Reval to be synonymous with hedge accounting and many ranked them number one in that space.

We spoke to 17 Reval executives and interviewed 19 Reval clients and 12 non-clients, worldwide.

CFOs/
Finance
Directors Treasurers Controllers Influencers

ASIA PACIFIC

HSBC, Origin Energy, Deloitte, IDA, Hancock, Treasury Training

EUROPE, MIDDLE EAST, AFRICA

Deloitte, BAT, National Grid, SwissRe, RTL, Richemont

NORTH AMERICA

Citibank, Greenwich, Affinity, Dell, Ford, Mainstreetfs, Chrysler, CAT, Fortis, Microsoft, HSBC, ThomsonReuters, Ford, Anheuser Busch, World Bank, PNC

Other key attributes and perceptions that were uncovered in our research were that Reval is responsive, cutting edge, organized but flexible, competitively distinctive and generally the smartest guys in the room.

DISCOVERY



THE DILEMMA

Previous positioning:

Reval = Hedge Accounting

However, Reval didn't want to be considered a 'one trick pony'.

Therefore we had to create new positioning: to reshape longer-term market perceptions of Reval beyond hedge accounting, communicate Reval's other core competencies while maintaining its leadership position in hedge accounting, but, without disaffecting a very loyal client base or alienating prospects.

DISCOVERY
POSITIONING

WHERE WE HEADED

Our new recommended positioning:

Reval = The world's premier experts in solving complex problems where derivatives, accounting, and technology intersect.

COMMODITIES
ENERGY
IR
FX
credit

OTC
.NET

%
HEDGE

DERIVATIVES
ACCOUNTING
TECHNOLOGY

IFRS
7
IAS
39

SaaS
ASP

https://

FAS
133
161
157

DISCOVERY

POSITIONING

EXPRESSION

THE CORE GRAPHIC ELEMENT

As a critical part of the new brand's visual DNA we created a 'kinetic data bar' with elements representative of Reval's three core competencies. The various elements within the bar can be rearranged, customized or given emphasis as needed to accent or illustrate the specific message of any given communication component.

DERIVATIVES
ACCOUNTING
TECHNOLOGY

DISCOVERY

POSITIONING

EXPRESSION

THE DERIVATIVE LIFECYCLE

To communicate how Reval can address all of their clients' needs across the breadth of the derivative life cycle, we developed a diagram that correlates specific products and services with all of the requirements and tasks that their clients encounter.



- DISCOVERY
- POSITIONING
- EXPRESSION
- APPLICATION

CORPORATE IDENTITY

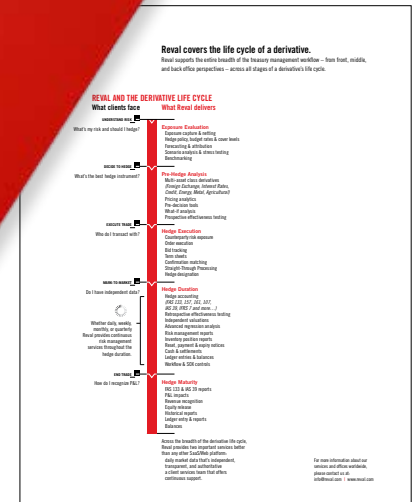
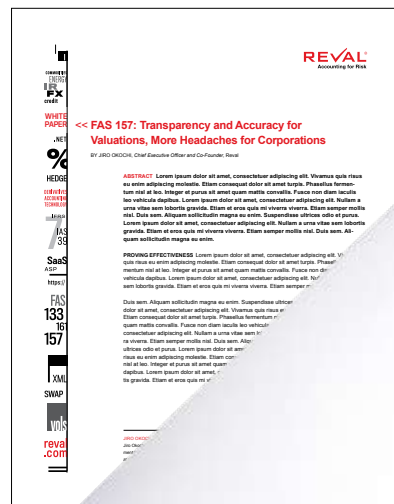
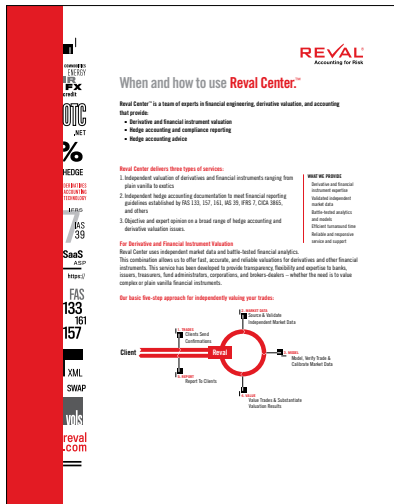
We designed all of the company's standard business papers. To keep the stationery printing and inventory costs down, we also created master Microsoft Word templates that allowed each office to imprint its local information on one common letterhead that was printed with the logo only. This concept carried over to their client presentation materials where we created Microsoft Word and PowerPoint templates for use throughout their offices worldwide.



DISCOVERY
 POSITIONING
 EXPRESSION
 APPLICATION

ON THE MARKETING FRONT

With the core graphic elements established, the new brand identity was extrapolated to a complement of marketing materials that included a corporate overview document with an array of individual product inserts, case studies and white papers that detailed the firm's capabilities, services and thought leadership.



DISCOVERY
 POSITIONING
 EXPRESSION
 APPLICATION

THE DIGITAL COMPLEMENT


Using bold, black and white photography of Reval personnel as the 'Experts', we created a series of messaging banners, and, working with Bridgeline Software, directed the application of the new brand identity to the redesigned website.

SaaS ASP
 https://
 IDENTITY
 NET
 STP
 Web
 Services
 XML
 reval.com

WHERE DERIVATIVES ARE INDEPENDENTLY VALUED.

At Reval, We use independent market data to develop market standard pricing models. Built by financial engineers who understand what it takes to value derivatives.

Ernie, product development chief @ Reval
 Expert in marrying financial engineering and best-of-breed software. Just ask >



COMMODITIES
 ENERGY
 FX
 credit
 DERIVATIVES
 OTC
 VOIS
 SWAP

THINKING ABOUT FAIR VALUE?

Assess. Measure. Then take a big breath. Because if you're not valuing your derivatives based on credit curves, your hedges might be sinking under water.

Krishnan, Hedge Accounting Technical Taskforce Leader @ Reval
 Expert in resuscitating hedge accounting patients. Just ask >

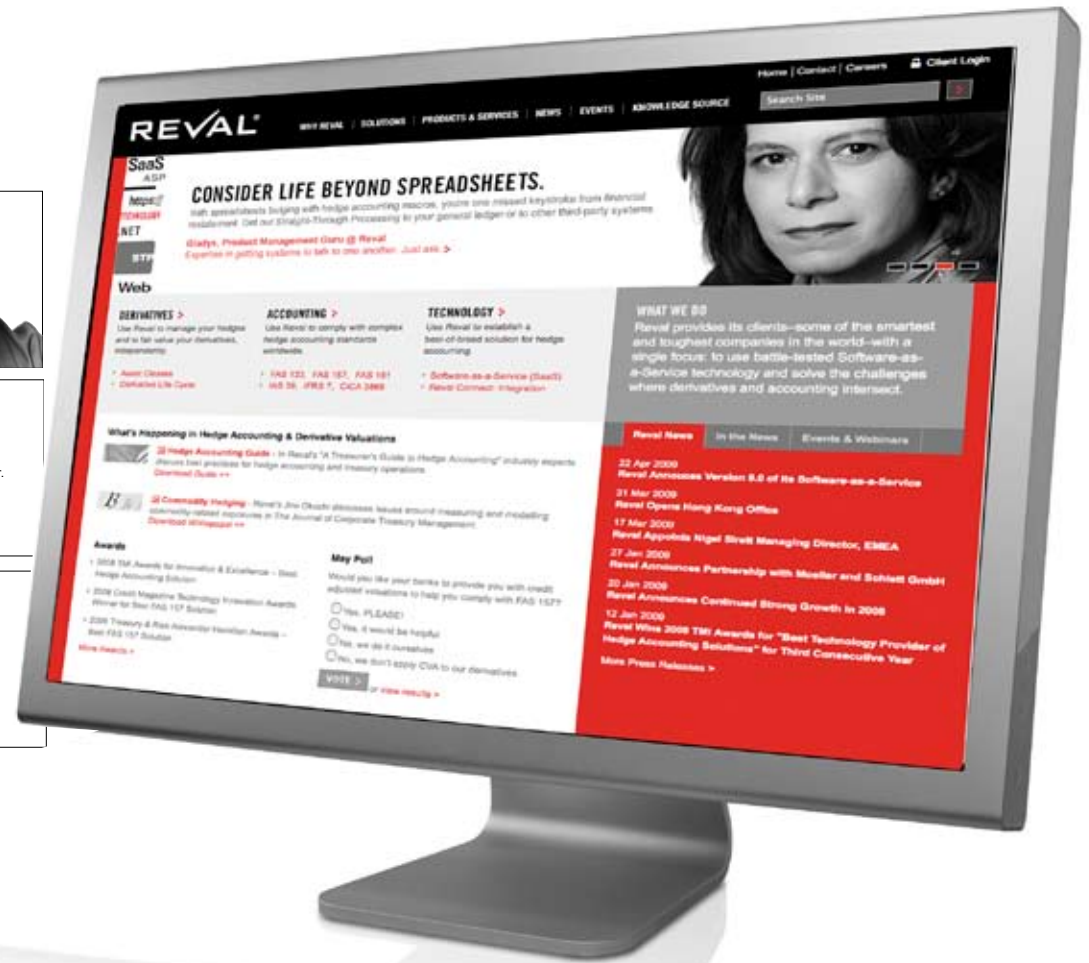


COMMODITIES
 ACCOUNTING
 ENERGY
 TECHNOLOGY
 COMMODITIES
 ENERGY
 SaaS
 credit
 FX
 133
 157
 IFRS
 IAS
 39

WHAT MANAGING DERIVATIVES RISK REALLY MEANS.

It means knowing how to value derivatives, all kinds. It means understanding hedge accounting from SFAS to IFRS. It means having best-of-breed technology, the elegant kind. It means you need someone who has answers.

It means you need Reval.



DISCOVERY

POSITIONING

EXPRESSION

APPLICATION

IN THE MEDIA

We continued the 'Expertise in Action' theme for Reval's trade advertising format and provided direct links to specific content areas on the company's website.



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- APPLICATION

AT THE TRADESHOWS

Last, but not least, the company's tradeshow presence was retrofitted and a rolling demo of their products, services and capabilities was created for general display or one-on-one interactive use.



THE RESULT

“Although our website was stale I was skeptical of not only the benefits of a rebranding effort but also of the likelihood of any design firm understanding our complicated business. Bernhardt Fudyma’s approach was very efficient, thorough and innovative, resulting in not only a refreshing look and feel but also the tightening of our message and clarity of our positioning that I didn’t realize was possible.”

Jiro Okochi
CHIEF EXECUTIVE OFFICER AND CO-FOUNDER

REVAL[®]
Accounting for Risk

WHAT ABOUT YOU

The Bernhardt Fudyma Design Group creates branding and graphic solutions for organizations in transition – whether due to acquisitions or mergers, expansion into new markets, or the need for increased visibility or differentiation in existing markets. Each brand identity project we've encountered has inspired the client to move beyond business as usual and the results can be invigorating.

We look forward to helping you do the same.

To learn more about this and other brand positioning and identity systems created by Bernhardt Fudyma, contact Craig Bernhardt:

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