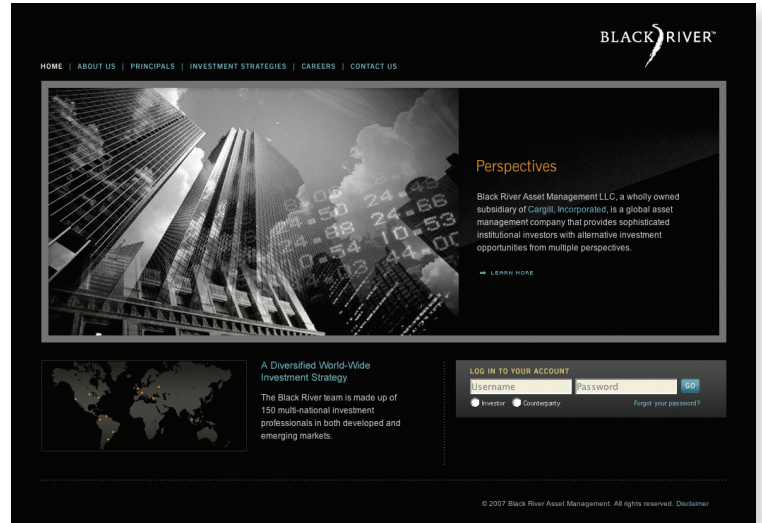


Black River Asset Management
branding, identity, website



How a successful global asset management company established its brand in an industry defined by strict marketing constraints and a highly educated audience

situation

Black River Asset Management, a wholly owned subsidiary of Cargill, employs over 120 investment professionals located in 12 offices and 10 countries, and manages over \$10 billion across a wide variety of hedge fund properties.

Black River was not well known in the industry and did not have a distinctive identity.

Regulations prohibiting hedge funds from marketing meant Black River had to convey a strong, confident image at every allowable point of contact.

challenges

Brand cohesion. Develop a comprehensive brand that clearly differentiates Black River from its competitors.

Regulatory constraints. Manage rigorous oversight of content.

Maintain heritage. Leverage the solid reputation of Cargill and convey the positive relationship that exists between Cargill and Black River.

Narrow audience. Create a visual identity that connects with highly educated, discerning audiences — investors, potential investors, potential employees, and internal audiences.

results

Image reflects the company's standing as one of the 40 largest hedge fund companies in America.

New identity clearly distinguishes the company from competitors.

Website presents a sophisticated, polished image of the company to key audiences.