

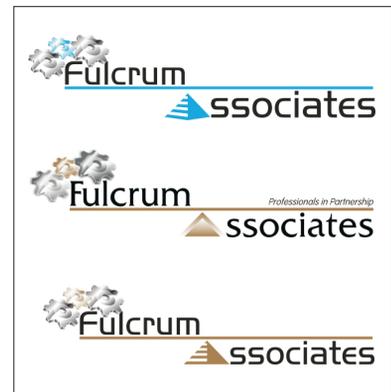
Fulcrum Associates Ltd

Business Cards, Compliment Slips, Consultancy, Continuation Paper, Logo Design

Fulcrum Associates are about linking professionals with professionals. The company was formed by an assembly of highly successful and dynamic Bristol financial market executives, who recognising the sheer variety, volume and quality of contacts that they had developed in the UK realised that by facilitating a link between their associates could create success for them and for Fulcrum.

Scenario

When stock broker Darren Leighfield, the man who was to become managing director of Fulcrum Associates, first tentatively approached Minuteman Press, Fulcrum was a mere glint in Darren's eye. A chance meeting at a Bristol business breakfast afforded the opportunity to discuss with Minuteman a concept in outline terms.



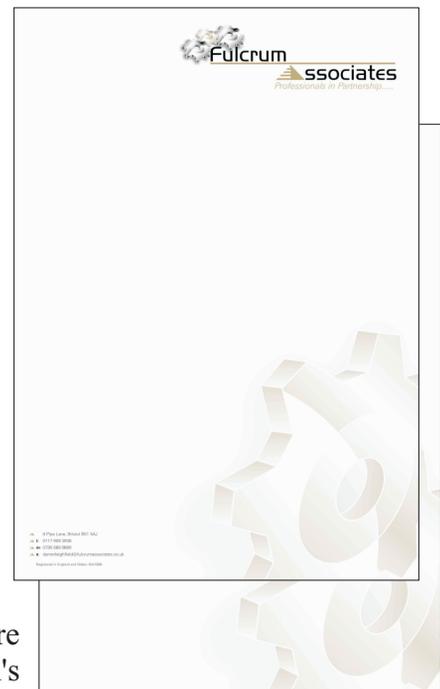
Darren was in an early stage of discussions with a design house, but being a diligent individual considered it wise to explore the alternative Minuteman Press route that had presented itself and booked an appointment with Minuteman.



Approach

The experience, products and services were outlined and Darren was impressed. "I was genuinely surprised that Minuteman Press were willing to offer expert marketing consultancy for free and without commitment. They are a team that are passionate about marketing and their contribution to the realisation of Fulcrum and its value proposition was invaluable" commented Darren. "I made the decision quickly and unilaterally that I would give Minuteman Press the Fulcrum brief. From what I had seen and heard I was convinced that they could deliver and within budget".

Several meetings took place at the Minuteman Press print centre with Fulcrum's board of directors, during which design concepts and logos were presented by Minuteman Press and discussed. Elements of the different concepts were popular with the directors.



Result

A further hybrid version was developed and agreed upon "We were keen for fulcrum to be communicated in the logo. Minuteman's approach was novel, they incorporated a fulcrum wheel into the logo and the colours gold and black which we had always favoured". Darren continued "I was so thrilled to see how Minuteman had listened to our vision and breathed life into it".

"I was so thrilled to see how Minuteman had listened to our vision and breathed life into it"

Stock was discussed and Conqueror brilliant white was selected with a contour texture for the business cards, letterheads, compliment slips and continuation sheets. "We selected premium paper to convey the value of the documents we would be sending to our clients" said Darren.



Darren Leighfield,
Managing Director
of Fulcrum Associates

The Minuteman Press approach differs from the conventional 'client supplier' relationship. The Minuteman practice is a marketing partnership, which delivers value that would be attracting a premium price if purchased.

"It goes without saying, I am delighted with the result and I have thoroughly enjoyed the creative journey" commented Darren in summary.