

Hagin Investment Management

Brand identity

Hagin Investment Management needed an identity that would reflect both founder Robert Hagin's seasoned expertise and the revolutionary analytical approach of this new hedge fund. Inspired by the team's enthusiasm for modern art, we developed a colorful "H" symbol made up of geometric forms that reference the quantitative analysis the firm performs for its clients. The starter communications kit included business cards, stationery, and a print and electronic presentation system.

