

# Case Study

»»xpressmortgages



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## Brief:

Xpress Mortgages are independent mortgage brokers who were in need of a new image. With years of text based advertising and a weak logo they found that their advertising wasn't attracting the right sort of customer.

We came up with a new logo, stationery and a really visual advertising campaign which broke away from the typical 'sensible' mortgage adverts and gives a clean, modern simple look that implies a no-nonsense service, but still very professional and marketable.

## Customer Testimonial:

"Our new logo and visuals are fantastic and give our advertisements, posters and business stationery a more professional image. The visuals also come across in a modern, clear and friendly way. We very much needed this visual image update, on which to proceed forward.

The turnaround from originally discussing our requirements was very fast and Abbie is a delight to work with. She has put together some fantastic designs, all comments and updates are actioned efficiently and speedily."

Rachel Lummis CeMAP CeRGI CeCM  
Director Xpress Mortgages

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LOGO DESIGN.  
BRANDING,  
STATIONERY  
DESIGN

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Helping to  
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mortgage  
simple

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Helping to make your mortgage simple

Xpress Mortgages is an Appointed Representative of Mortgagematch Home Loans Ltd, which is Authorized and Regulated by the Financial Services Authority

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The overall cost for comparison is 7.5% APR. The actual rate will depend on your circumstances. Please ask for a personal illustration. A broker fee of up to 1% of the loan amount may be payable on completion. Think carefully before securing other debts against your home. Your home may be repossessed if you do not keep up repayments on your mortgage. Xpress Mortgages is an appointed representative of Mortgagematch Home Loans Ltd which is authorised and regulated by the Financial Services Authority.

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