Blue brands

The absence of difference in business-to-business brands
The answer is straightforward. Because it’s hard. Tough to see on the inside what those on the outside might consider differentiating. Tougher still to take that difference and translate it into the right visual or verbal expression. Challenging, abstract and not part of the day-to-day for most FTSEs whose core business is usually something other than communications and marketing.

Cover the logo and you’d be hard pushed to tell organisations apart. So that’s exactly what we’ve done here.

Read on and see if you agree.
WELCOME

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FTSE offers a range of indices and data solutions to help clients understand the rapidly evolving global economic landscape.

FTSE offers market participants a comprehensive range of indices to help them prepare for the future of China’s emerging market economies.

FTSE China Index Series

FIND OUT MORE

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If you’re very happy blending in rather than standing out, please don’t call us.

But if you want to speak to a communications consultancy that can help you be yourself and be different, then you know what to do next.

We’re a creative consultancy of communications specialists. We’re Frank, Bright & Abel. Not who we are, but what we do and how we do it.

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