



THE DISTELFINK – Branding

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Perhaps one of the most exciting and creative aspects of starting a business is the imaging and branding. I'm a big believer that you only get one chance to make a first impression, so a lot of thought has gone into the impact it will have. I wanted the look and feel of the business to come across as professional, but approachable – welcoming and soft, yet with enough substance to make a difference. I wanted to use bold and sophisticated colors. I wanted to incorporate some whimsy into the correspondence materials, while keeping the website very clean, easy to navigate and informative. I also wanted to apply the K.I.S.S. principal – Simple all the way.

A lasting memory from my childhood is a day I spent with my mother in the Amish country of south-central Pennsylvania. We visited a one room schoolhouse in session and the teacher let us observe her class from the back of the room. We watched children between the ages of 5 and 14 all learn together. The teacher would work with a group at a time while some older students would help younger ones. Somehow everyone was learning as a community of students and teacher together. Outside the schoolhouse that day I saw farmers in horse drawn buggies, hex signs on the sides of barns, and families dressed in the simplest of clothes – black trousers, aprons or shifts accented by bright colored shirts or dresses.

When I started searching for images to capture the essence of Weightman Wealth Advisory, I googled hex signs. One of the first images I found was a Pineapple, meant to symbolize a warm and cordial welcome to all. Then I came across the Tree of Life which is meant to offer a happy life and joyful memories to all mankind. Tulips represent faith and trust in mankind. The Oak Leaf stands for long life, strength and endurance. The Distelfink – or goldfinch – proclaims good luck and prosperity for all. The colors used in hex signs also take on significant meaning. Red is charismatic, while black is for protection and binding all elements together. I knew I was on to something.

I have always liked the combination of black and red, and now I had even more confirmation why. For my first impression I definitely wanted my business to come across as charismatic and having the ability to bind all the elements together. I used the fronds of the pineapple combined with the softness of the tulip to inspire the stylized “W” found in the Weightman logo. I drew upon the image of the Tree of Life for the background of my website pages. And I have adopted the name Distelfink for my newsletter, because we are all looking for a little more good luck and prosperity in the years ahead. So far I am pleased with the outcome, but I have a feeling it will continue to be an evolving process. I welcome your thoughts and feedback as part of my effort to develop and enhance the business.

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