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Guernsey Finance unveils new brand to promote Guernsey

Guernsey Finance – the promotional agency for the island’s finance industry internationally – today launched its new corporate brand and logo.

The rebranding follows lengthy consultation with local industry focus groups and means that Guernsey Finance will promote the jurisdiction overseas under the brand of WE ARE GUERNSEY. Since 2007, Guernsey Finance had been promoting the island under the branding of Guernsey International Finance Centre.

Guernsey Finance Chief Executive Dominic Wheatley said the new brand provides Guernsey with a fresh and current look that is fit for the modern world.

“It goes without saying that Guernsey is an international finance centre, so we wanted to move towards a brand that goes beyond that fact and better reflects the wider Guernsey offering and is distinct from any of our competitors. We believe that the new brand represents Guernsey’s core financial sectors, and also recognises the supporting role that organisations such as Locate Guernsey and the Guernsey Registry fulfil in relation to our industry,” said Mr Wheatley.

The WE ARE GUERNSEY logo incorporates five joined-up chain links fashioned out of the ‘G’ for Guernsey – one for each pillar of Guernsey’s finance industry. It also incorporates the slogan ‘WE ARE CONNECTED’, which was developed after extensive market testing and highlights the ease with which people can do business with and in Guernsey because of a joined-up approach between industry, regulator and government, and the island’s extensive links and relationships with the international business community.

To coincide with the launch of the new brand, Guernsey Finance has launched a new and improved website at www.weareguernsey.com. The site will continue to cover all industry news emanating from Guernsey, list the events being hosted and attended by the company and act as a source of information on Guernsey service providers and the island’s wider financial services offering.

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“Our new brand has been tailored to be professional, but also engaging and progressive. It puts us in a great position for future campaigns and we are extremely confident that it will help increase the visibility of Guernsey internationally,” said Mr Wheatley.

“A core part of the new identity is connecting iconic Guernsey imagery with key messages through the use of storytelling and linking the island and its people with the way we do business. It underlines that Guernsey is an island with hundreds of years of history and community, as well as being ideal location to do business. We believe that it truly reflects the substance and excellence of our industry and the quality of our regulation, which are the foundations of our industry alongside our commitment to international standards of transparency, AML and cooperation. It also clearly demonstrates our continuing confidence in the marketplace and Guernsey’s place within it.”

Release Ends