

Case Study

Bright Harbour Advisory

Bright Harbour Advisory

Brand strategy, naming, positioning, brand architecture & visual identity

In partnership with xHeight Design

The challenge

After more than ten years operating as a fully independent, boutique M&A advisory firm, ABG Corporate Finance had reached a pivotal moment.

While the business had matured significantly, refining its proposition, values and quality of clients and deals, the ABG name and brand no longer reflected the reality of who the firm had become, nor where it was heading next.

ABG faced a number of challenges:

- A crowded corporate finance market, dominated by traditional, look-a-like firm names
- Heavy reliance on referrals and inbound opportunities
- Time-intensive pitching with variable deal quality
- A desire to step-change the type of mandates the firm took on, focusing on higher-quality, higher-value deals

The opportunity was not simply to refresh the brand, but to **define a clear identity, proposition and name** that would:

- Better reflect the firm's values-led, hands-on approach
- Differentiate ABG decisively in the market
- Support more proactive, outbound business development
- Transcend the founders' individual profiles over time



Previous logo – Formerly ABG Corporate Finance

Bright Harbour Advisory

Our Role

Growth Animals led the **research, stakeholder engagement, brand strategy, positioning, naming exploration and recommendation**, working closely with the wider ABG team to articulate what truly set the firm apart and how that difference should be expressed in the market.

Our role was to provide clarity, challenge and direction, ensuring the final brand decision was rooted in strategy, not personal preference.

We partnered with **xHeight Design**, who translated the strategic direction into the visual identity and new website, ensuring the brand came to life in a way that was confident, credible and fit for the firm's next phase of growth.

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HARBOUR
ADVISORY**

®

CONFIDENCE
IN EVERY
DECISION

New master brand logo

Bright Harbour Advisory

Our Approach

1. Strategic clarity

We began with a deep strategic immersion, exploring:

- ABG's commercial goals and growth ambitions
- The realities of the M&A landscape, particularly for founder-led and lower-mid-market transactions
- The emotional and practical needs of ABG's priority audiences, including owner-managers and private equity investors

To ground the strategy in real-world insight, this work was supported by **one-to-one interviews with existing clients**, allowing unprompted sentiment to surface around why clients chose ABG, how they experienced the relationship, and what truly differentiated the firm beyond technical capability.

A clear pattern emerged: clients valued ABG not just for execution, but for its **clarity, candour and calm guidance at moments of high uncertainty**.

From this insight, a unifying strategic idea took shape... confidence rooted in trust, judgement and partnership, rather than bravado.

This became the foundation for the brand's positioning, narrative and naming direction.



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Our Approach

2. Positioning, messaging & tone of voice

Growth Animals developed a positioning and messaging framework centred on:

- Candour
- Confidence
- Hands-on partnership
- Clear, actionable advice

The tone of voice was deliberately designed to cut through the noise of the sector, direct, human and no-nonsense, reflecting ABG's belief that the best outcomes come from honest conversations and practical recommendations.

This framework now underpins how the firm speaks to clients, prospects and partners.



Bright Harbour Advisory

Our Approach

3. Naming exploration & evolution

With the strategic foundations in place, we led a structured naming process designed to balance:

- Differentiation in a conservative market
- Credibility and trust
- Emotional resonance with clients navigating complex, high-stakes decisions

We explored a range of naming territories, including:

- Values-led names
- Nautical metaphors aligned to guidance, safety and navigation
- More traditional corporate finance routes

Through internal discussion and external feedback, Bright Harbour Advisory emerged as the strongest option.

The name:

- Builds on the metaphor of a harbour as a place of safety, clarity and direction
- Introduces optimism and confidence through the word Bright
- Deliberately deviates from traditional corporate finance naming conventions
- Supports a clear narrative: guiding clients safely through complexity to the best possible outcome

The recommended strapline – **Confidence in every decision** – reinforced this positioning.



Bright Harbour Advisory

The Outcome

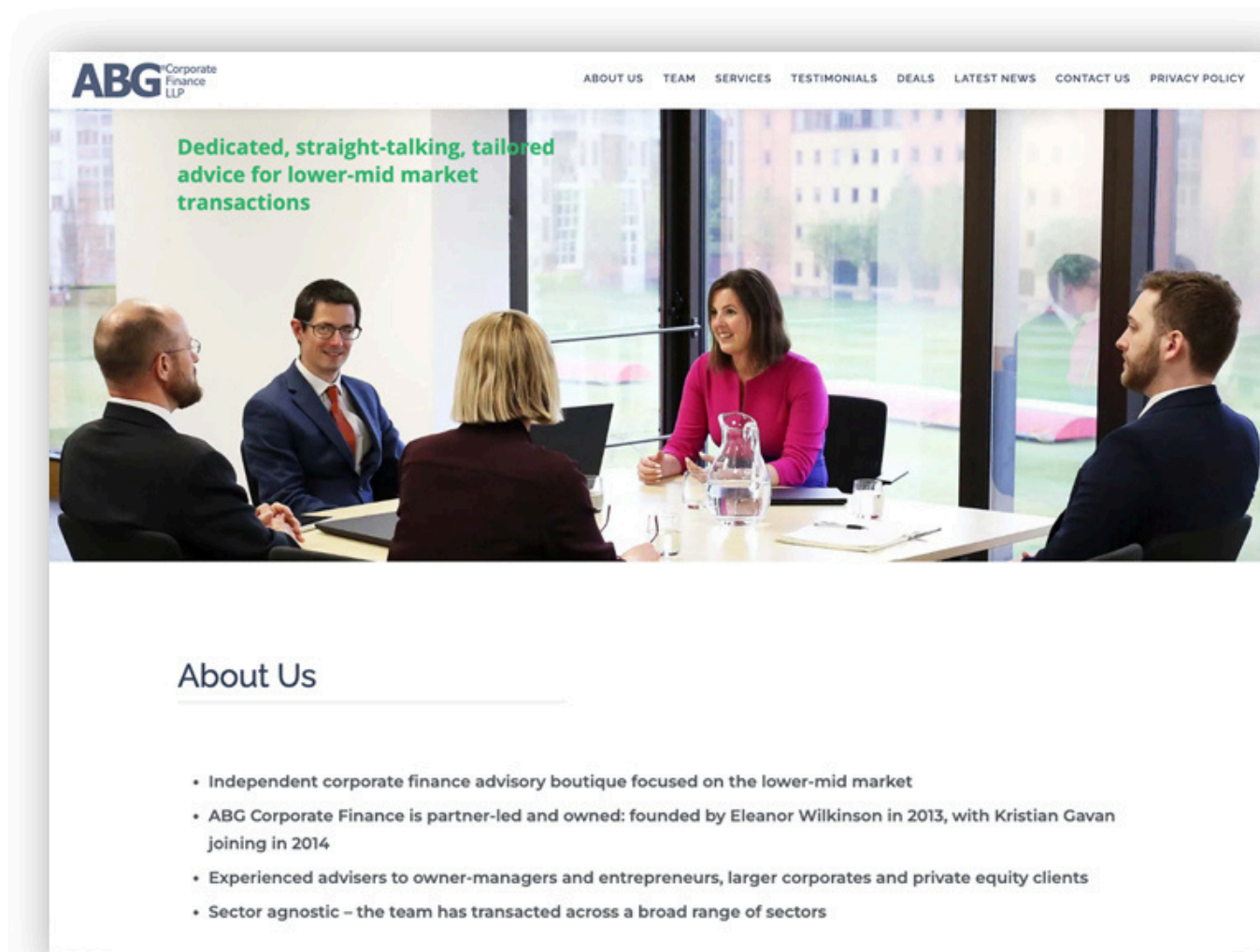
The evolution from ABG Corporate Finance to Bright Harbour Advisory delivered:

- A clear, differentiated market position rooted in values and behaviour
- A confident, future-proofed name that supports proactive growth
- A brand narrative that resonates emotionally and commercially with priority audiences
- A platform capable of transcending individual founders and supporting long-term ambition

Bright Harbour Advisory now has a brand that clearly signals how it works and who it is for, giving prospective clients a sense of direction, trust and reassurance at a critical point in their decision-making.



Bright Harbour Advisory



Before

After



WHY BRIGHT HARBOUR ADVISORY IS RIGHT FOR YOU

Bright Harbour Advisory delivers exceptional deals for each of our clients because we consider the aims of the transaction, the ambitions of the relevant individuals, and the current market conditions at the time. We understand the value of your business and the importance of your exit strategy, and we work with you to ensure that your exit is as smooth as possible.

Bright Harbour Advisory

“ A real pleasure working with you on the rebrand. Only a week in and we’ve had lots of positive feedback on the new look – thank you!”

**Eleanor Wilkinson, Co-founder
Bright Harbour Advisory**

Any Questions?


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