



EmpowerFS



OLD



NEW

The icon's edges have been softened with rounded shapes, giving it a friendlier and more welcoming feel. The colour has been refreshed to blue, a shade that embodies trust, loyalty, and stability—qualities essential to corporate and financial brands.

The circle icon has been placed at the centre, creating a sense of balance across the design. Its colour shifts to gold, a symbol of success and triumph that evokes prestige, excellence, and abundance. In this form, the icon takes on deeper meaning the hands appear to hold a light, a powerful image of hope and empowerment.

EmpowerFS

OLD

EmpowerFS

NEW

The font has been updated to Lato, a clean sans-serif typeface that gives the brand a modern, contemporary look. The wordmark is now set in a solid blue, creating a uniform appearance that avoids competing with the main icon. Its edges have been softened for a friendlier, more welcoming feel, carrying through the approachable style of the icon. The “FS” has been customised into a distinct form, giving it a strong identity that can stand confidently on its own without the icon mark.



Your Financial Wellness Partner Of Choice

OLD



EmpowerFS

Your financial wellness partner of choice

NEW

Logo Icon
The icon has been scaled to spotlight the wordmark, bringing balance and harmony to the entire logo.

Wordmark

Slogan
The slogan has been scaled down to create better balance across the logo. A touch of grey was introduced as an accent colour, adding depth and refinement to the design.



EmpowerFS



EmpowerFS

Your financial wellness partner of choice





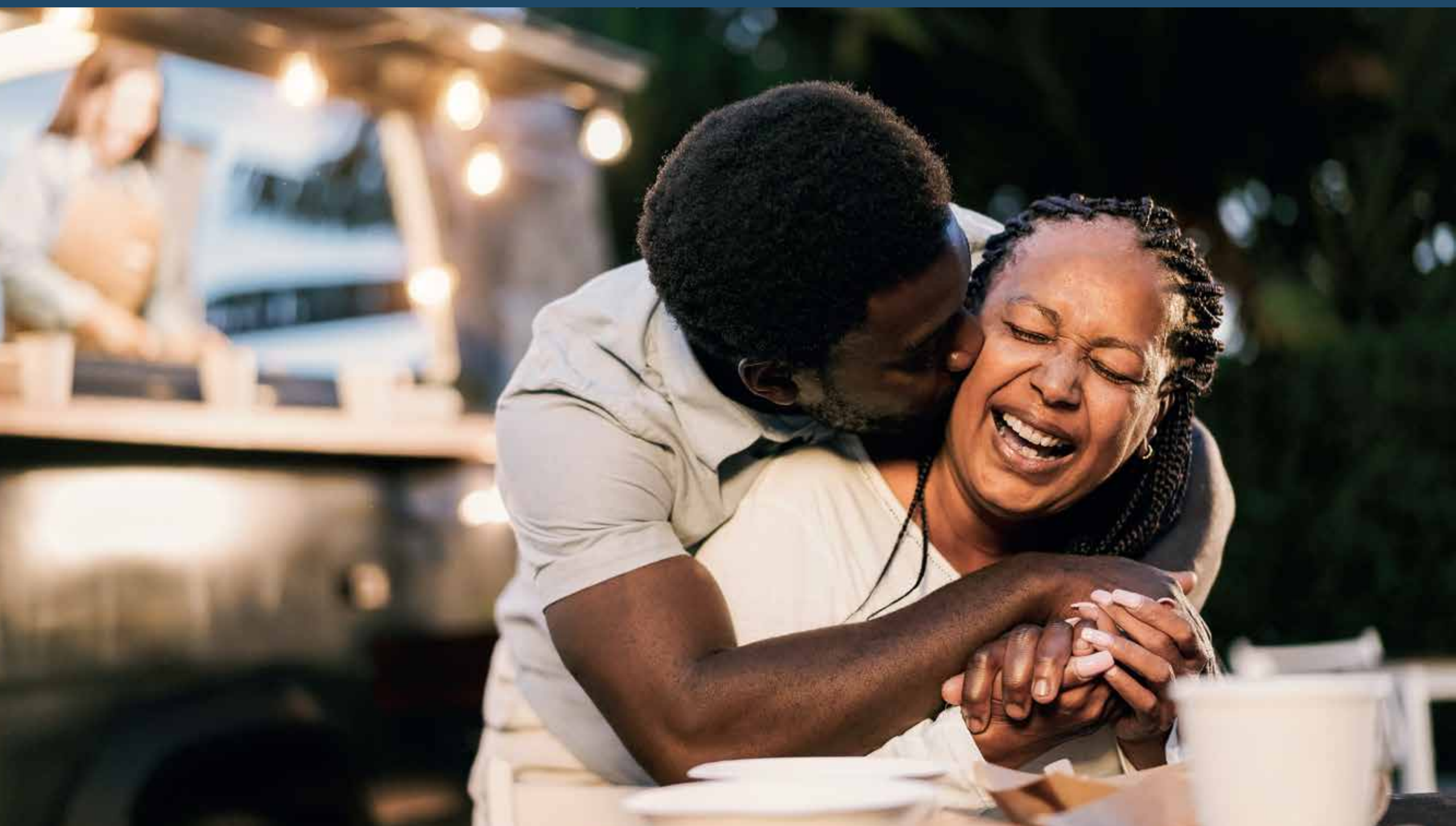
With Slogan

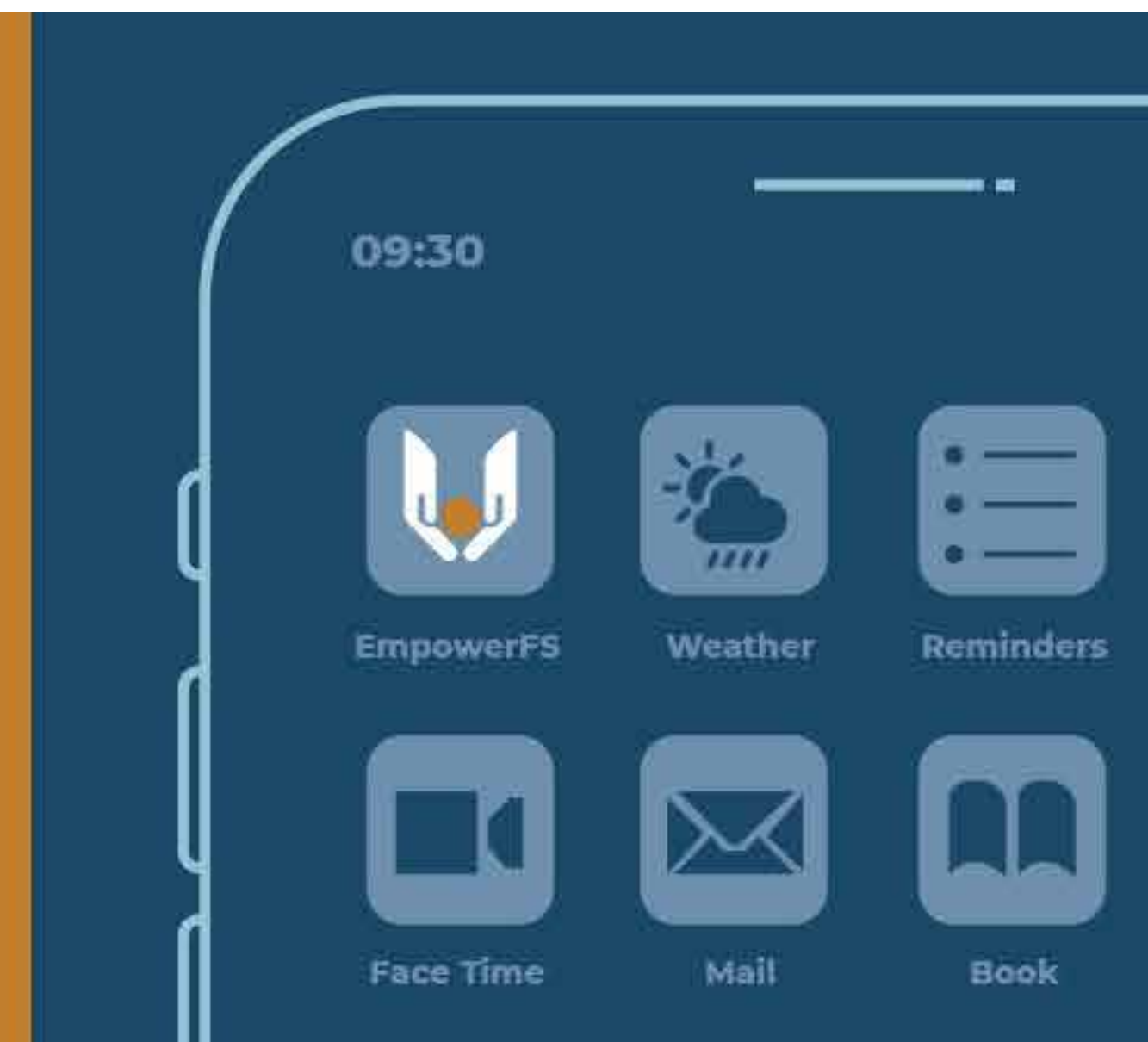


With Out Slogan

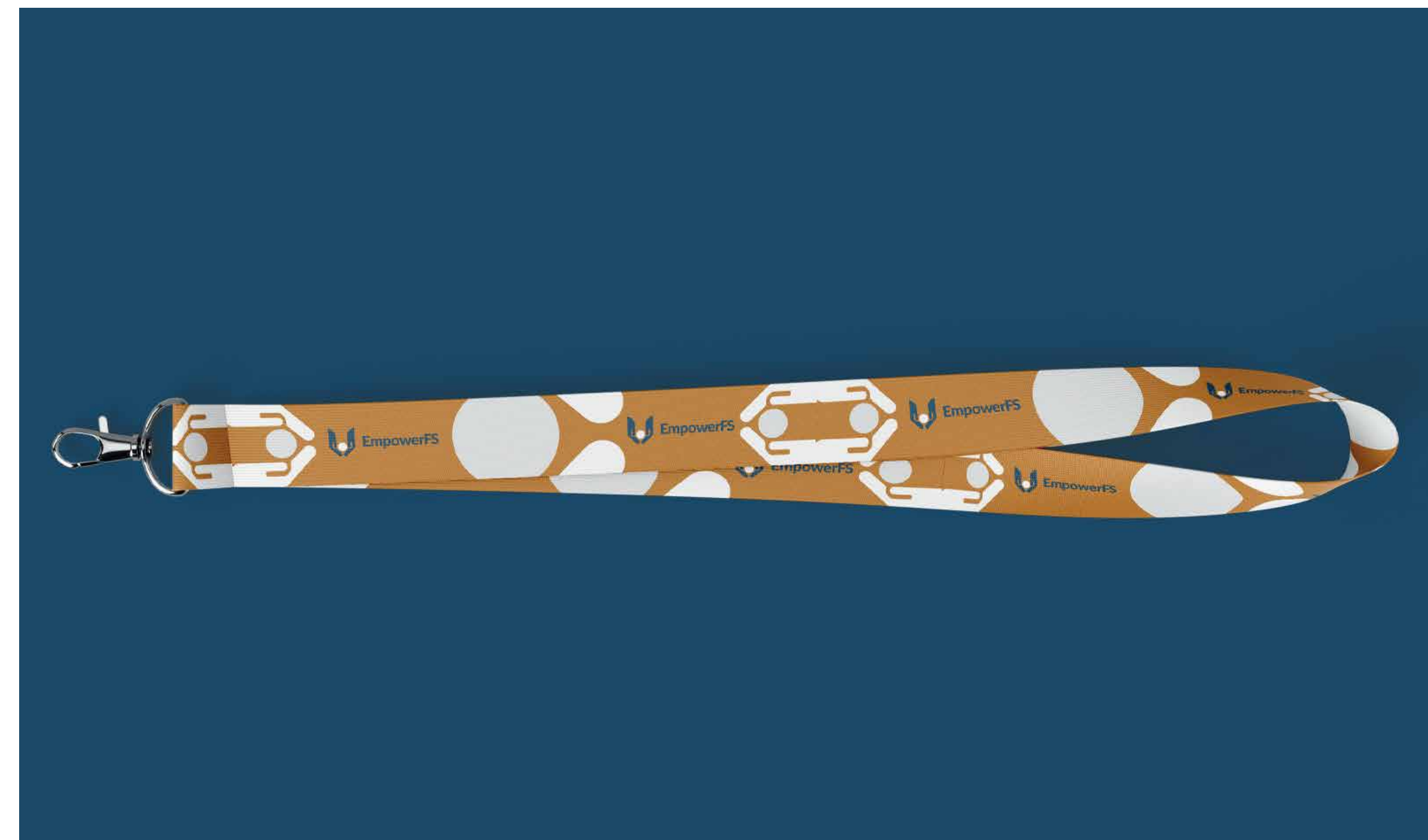


EmpowerFS











EmpowerFS