



RED DEER

## Introducing the new Red Deer Brand



**London, Monday, 12<sup>th</sup> February 2018** – Today we're excited to announce our new [Red Deer](#) brand. You'll see the new look out in public, like our mobile app, LinkedIn and Twitter; very soon you'll see our spanking new website.

During our relatively short life-span we've evolved in leaps and bounds, and so we felt it was time to create a new brand that better represents where we are today: a technology company dedicated to enhancing the performance of active investment managers by providing them with unique perspective and insight.

We recognise that just like us, the investment landscape is constantly changing and evolving. So we wanted a new look that reflected this momentum, while also drawing on a playful and unique approach to perspective – the result being our dynamic new Red Deer arrow.

The arrow features prominently across all our collaterals, complementing a new clean, fresh look that is rich in colour and imagery.



A huge thanks to everyone involved in bringing this all to life: [Samuel Muir](#) and the team at [Crowdforn](#), as well as our internal design gurus, thinkers and coders here at Red Deer.

We hope you like it as much as we do.

## **About Red Deer:**

Red Deer is a financial technology company dedicated to enhancing the performance of active investment managers. Serving a client base of some of the world's leading hedge funds, asset managers and wealth management firms, Red Deer is founded on three key pillars – 'Miss Nothing that Matters', 'Turn Data into Decisions' and 'Stay Ahead of Regulation'. Red Deer enables active investment managers to intuitively explore and discover, share and collaborate and make data-driven decisions that drive performance, whilst seamlessly staying on the right side of regulation.

Discover the technology that has the power to change your investment world. Visit [www.reddeer.com](http://www.reddeer.com) or email [media@reddeer.com](mailto:media@reddeer.com)