



SDDCO CPAs Take a Rebrand Challenge

[The SDDCO Group launches its new online identity...and answers the question: Why rebrand an accounting firm?]

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A Google search of accounting firms yields a surplus of websites stuck in the 90s. Except for the big "few", most CPA firms don't invest much in their brands. The value provided, they believe, is offline--in person. Till now The SDDCO Group (SDDCO) was no different. Since the 60 year-old financial services specialty firm built its inaugural website a decade ago, nearly every other aspect of the firm had evolved.

The firm supplemented its core competencies in accounting and FinOp work with a more vigorous list of regulatory compliance services and expanded the firm to six entities. In tandem, they augmented their talent, technology, and most internal procedures. As a result, SDDCO became a premier vertical solution provider to the finance industry.

The services evolved. The business evolved. But the brand was stuck. So SDDCO took a rebrand challenge: Can we communicate to the world the intensity of our specialty firm?

SDDCO started with knowledge of their market: The world of financial services is growing more complex. Next they infused their worth into the main message: "SDDCO is support made simple." Then shifting to the website, they strengthened the logo and stripped out the clutter, opting for a look to convey values of client support and simplicity. Swapping a wide palette for graphite hues and old stock photos for massive glass towers delivered a more confident and focused identity to their financial market. Finally, as in their daily work, the polish was in the particulars. The development team spent months with the attentive web designers at Transfuture LLC smoothing every pixel to improve the user experience.

"SDDCO was ripe for a redesign," said Scott Daniels, Managing Partner. "We needed to show the scope of our growth and our capacity to simplify obligations for our client base. Our clients know the care we take. We wanted visitors on the web to see it."

About SDDCO:

Born 1952 in NYC, The SDDCO Group delivers outsourced support to the financial services industry, including broker/dealers, investment advisers, privately held funds and the U.S. arms of foreign banks. SDDCO's services for emerging and established firms include SEC and FINRA memberships, accounting, FinOp, tax, AML testing, brokerage advising and regulatory compliance consulting. For personal accounts of SDDCO's outsourced service, read client testimony on their rebranded site.