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# New brand and high-tech premises unveiled

When Investec Asset Management advised the market of its new name and branding to Ninety One, following its demerger from the Investec Group, the company also deemed it necessary to find new modern, high-tech premises.



**Ninety One, as it is now known after its demerger from the Investec Group, now proudly occupies equally modern and high-tech premises. The new name, Ninety One, recognises the firm's history while the brand proposition reflects the forward-looking, resilient and agile nature of the business.**



**Kirsty Schoombie, an associate at Paragon Interface, was the leader of Ninety One's new premises interior design.**



**Ninety One's main boardroom is modern, sleek and features all the latest in high-tech audio-visual equipment for professional communication with clients all over the world.**

It identified the ideal location for its new premises in Menlyn Maine, situated in the heart of Pretoria's eastern suburbs. Developed by Barrow Properties, Menlyn Maine is ideally located to take full advantage of the newly upgraded Garsfontein and Atterbury highway intersections. Paragon Interface was tasked with the company's new corporate identity.

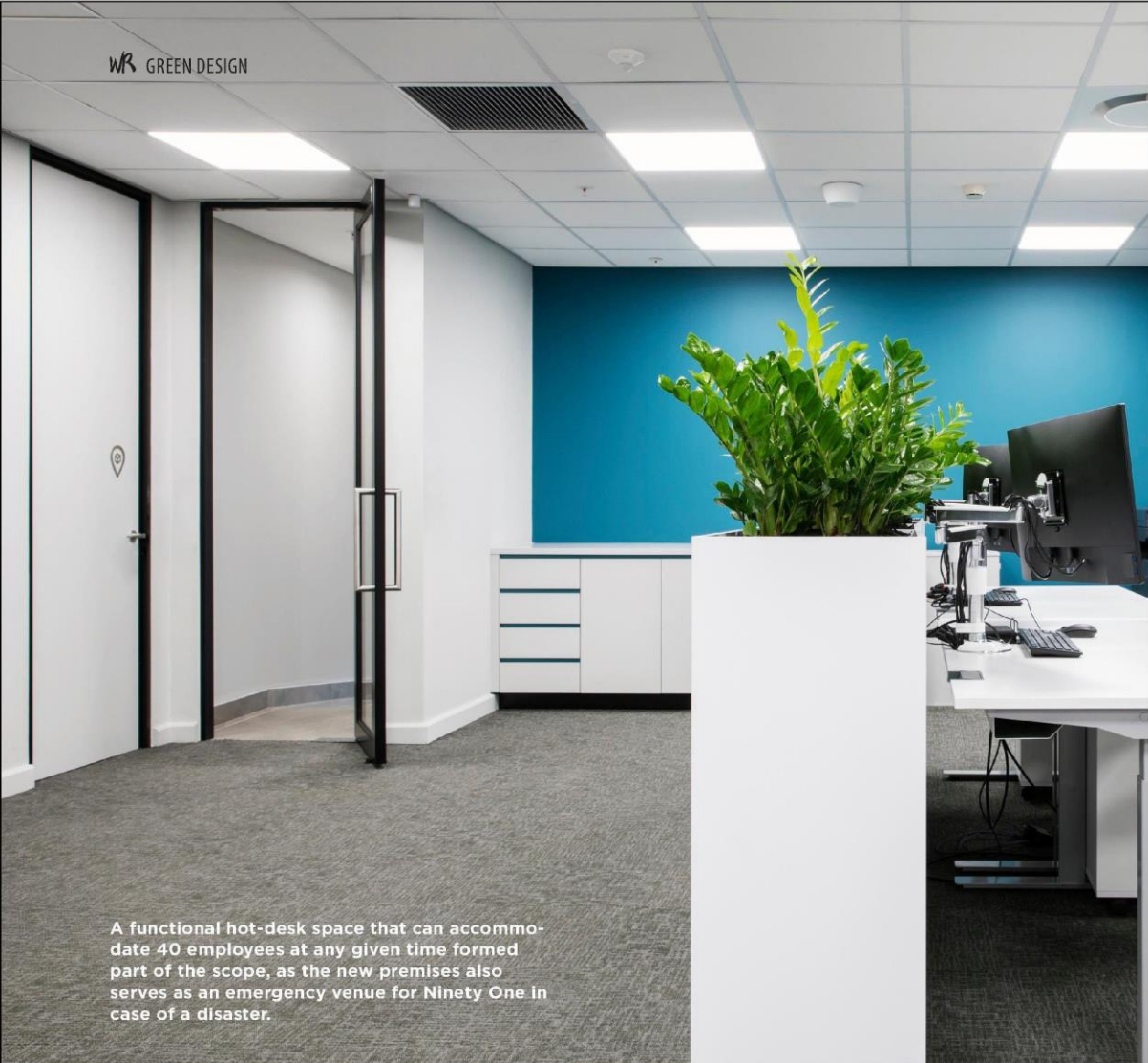
"Paragon Interface was an ideal fit for this project, as it has accumulated considerable experience in hi-tech financial services fit-outs. Our most recent projects include Bidvest Financial Services, Peregrine Capital and Citadel Wealth Management, with the latter two both situated at 1 Park Lane in Sandton, Johannesburg," comments Kirsty Schoombie, an associate at Paragon Interface.

#### **NINETY ONE'S BRIEF**

Apart from the usual hi-tech services required by a financial services company, such as a trading area and audio-visual equipment, Ninety One specified a large function area where key clients can be hosted.



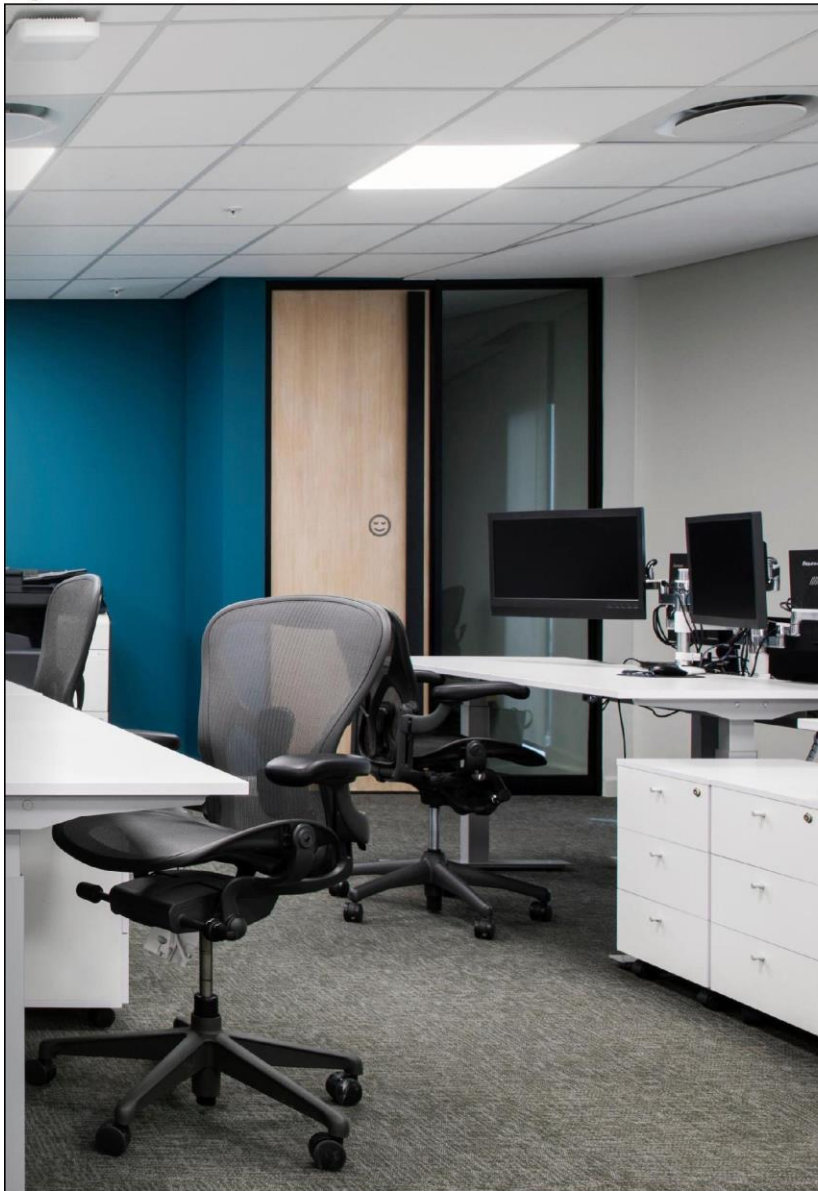
**As the venue for regular company briefings and client events, Ninety One's new premises necessitated a dedicated function space.**



A functional hot-desk space that can accommodate 40 employees at any given time formed part of the scope, as the new premises also serves as an emergency venue for Ninety One in case of a disaster.



Ninety One's new CI is represented in the modern use of teal, ochre and pink, which is very much on trend.



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In addition, the office is also the company's official disaster recovery area, and therefore must be able to accommodate 40 people at any time or during an emergency.

"We had to ensure that the furniture we specified was sufficiently versatile and functional for presentation, training and entertainment purposes," explains Schoombie.

**FRESH CORPORATE COLOURS**

The colour palette of Ninety One's new corporate identity (CI) is based on a combination of teal, ochre and pink, which translates into a fresh new look for the company.

"This is definitely a flagship project for us. Apart from continuing our successful track record in the financial services sector, we also have a real opportunity to forge a longstanding client relationship with Ninety One going forward, as it continues its new CI in other offices," concludes Schoombie.

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