



## Imperial Ad Prototypes

Page2 ran with their already established, though inherently limited concept to provide Imperial A.I. Credit (now Imperial PFS) with a full family of impactful images that would diversify their advertising message. With brand standards that called for a basic but bold graphic approach, we composed these visuals that breathed life into the company's triad of taglines...Helping You Leap Forward, Helping You See Things Differently, Helping You Grow.