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55 YEARS

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Northeast Private Client Group refreshes brand

August 27, 2021 - Front Section

CORE VALUES

Truth Builds Trust

Great Leaders Guide

Operate With Transparency

Knowledge Is Empowering

Relationships Are Paramount



Shelton, CT Northeast Private Client Group is excited to initiate a brand refresh. In the coming weeks and months, you will notice changes to their logo, colors, fonts, and patterns. These changes, along with updated messaging, show their evolution as they enter their second decade of business.

When Edward Jordan, CEO, and Brad Balletto, vice president of investments, created Northeast Private Client Group in 2010, they understood that relationships with people are what matter. With that same core belief fueling their move forward, the new brand identity depicts who they are. Named one of the fastest-growing private companies in New England, their teams consistently provide institutional-level expertise, service, and value to non-institutional investors through a more supportive and customized brokerage experience.

Kristyn Neal, marketing director, said, “Over the last few months we have spent hours together as a team completing phase 1 and 2 of our rebranding effort. We always knew who we were as a firm, but with the refresh of our brand, we are excited to share our vision with you. Our new brand identity focuses on trusted, advisory relationships that empower our clients to reach their individual goals. The final phase of our brand refresh will include a new website featuring a fresh feel and better content. We expect the new website to debut this fall.”

Teamwork is at the heart of everything they do. Their team environment ensures everyone is working towards the same goal. Their proactive and proprietary process maximizes value and facilitates a smooth transaction. Influenced by this core belief, our updated brand identity includes the diversity of color hues combining neutral tones inspired by architecture, with a bright accent feature color inspired by the energy of being on a team.

“At Northeast Private Client Group, our mission has always been to grow relationships with our clients built on mutual respect and trust. We’re thankful our founding vision of a collaborative, relationship-based brokerage firm has truly come to fruition. And so, as we enter our second decade, we are proud to place our commitment to “Building Relationships That Drive Results” front and center in all of our branding and communications. Indeed, strong relationships lead to positive transformation for our clients and their families,” said Edward Jordan, CEO.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540