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Milestone Re-brands Graveley Capital Management

Local financial services firm gets new logo, identity suite

SARASOTA, Florida (November 13, 2012) –Graveley Capital Management (GCM) has a brand new look – thanks to Sarasota’s Milestone Marketing Associates.

Milestone recently provided the financial services company with a redesigned logo and an “identity suite” of letterhead, envelopes and business cards.

“We needed a look that told a story about who Graveley Capital Management is,” explained Richard Graveley, GCM’s founder and Senior Financial Advisor. “We’re a growing company in an industry that prizes stability and prudence, and our identity needed to reflect that.”

“Even before a potential client reads a single word of copy, they’ll notice the logo,” says Matthew Anderson, president and founder of Milestone Marketing Associates. “A logo is designed to communicate on its own, so it’s absolutely critical that it strike just the right balance of visual appeal and substantive meaning. That’s what we strive for on every project, and I think that shows in designs like this one.”

Business has certainly been brisk for GCM in recent months. A mere 10 months after Graveley Capital Management first opened its doors in Sarasota, the company opened up a second office in Alachua, Florida, near Gainesville.

About Graveley Capital Management

Founded by Richard Graveley in 2011, Graveley Capital Management (GCM) specializes in assisting clients make informed decisions about investing, retirement, estate planning, and wealth preservation. GCM takes a holistic approach in identifying client goals and objectives before constructing a long-term plan designed to effectively deliver bottom-line results. Graveley Capital Management can be reached toll free at 888.645.0004 or locally at 941.952.5444 (Sarasota office). Visit them on the web at www.graveleycm.com.

Graveley Capital Management is a member of the Wells Fargo Advisors Financial Network.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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