

Complete Brand and Website Transformation in Six Weeks for a Breakaway RIA



The Challenge:

Lyons Capital Group came to us for a complete digital transformation. With just a single-page website, the financial planning firm needed **comprehensive messaging, brand redesign, and a professional website** to establish their market presence and effectively communicate their faith-based approach to financial advisory services. Upon a referral from Schwab, they turned to Intention.ly.

The Solution:

Accelerated Discovery and Strategy

We kicked off the project in early April with an intensive discovery process to understand Lyons' unique positioning in values-based financial planning, their target audience, and how to differentiate them in the competitive financial advisory space.

Complete Brand Redesign

Our design team executed what became one of our fastest logo design processes ever, creating a sophisticated brand identity that reflected both Lyons' professionalism and their values-based approach to serving clients.

End-to-End Website Launch

We designed and developed a comprehensive website from scratch, moving from their original single page to a full digital presence that showcases their services, communicates their values-based philosophy, and builds trust with faith-conscious investors and families.

Integrated Messaging

All messaging, branding, and website elements were developed cohesively to clearly communicate their unique approach to financial planning rooted in values and faith.

The Result:



Project Kick-off:
Early April



Website Launch:
May 15



Total Timeline:
6 weeks



Comprehensive digital presence



Brand new logo and visual identity



Clear values-based messaging framework

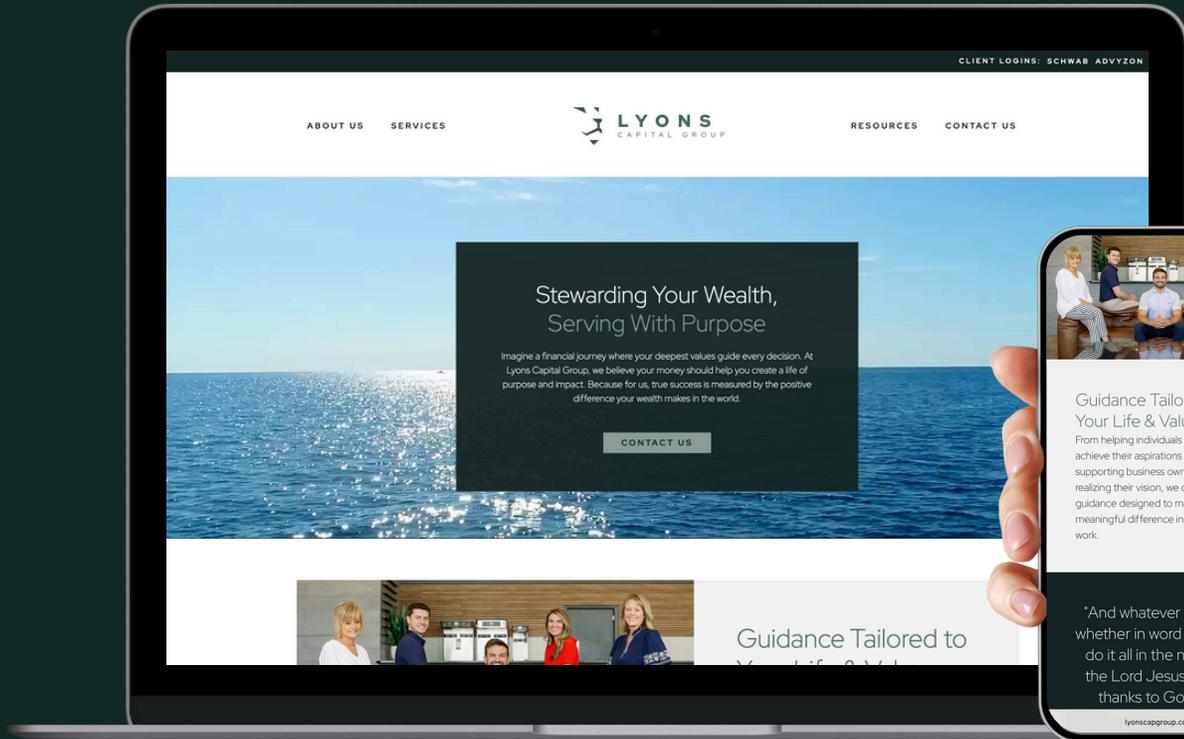
Intention.ly Services Used:

Messaging Framework

Logo and Visual Brand

Website Design and Development

The Website Refresh



Faithful Stewards of Your Financial Future

We approach our work with a deep sense of responsibility, dedicated to serving you with the same care and commitment we offer in service to the Lord. Every interaction is guided by love and a sincere desire to reflect His character.

MEET THE TEAM