

## Virtual Edge Creates Identity for New and Unique Financial Services Company

Date: 04-30-2010 09:37 AM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Virtual Edge Collaborative](#)

Agency: **Virtual Edge Collaborative**



**VIRTUALEGE**  
COLLABORATIVE

Virtual Edge Collaborative, Pittsburgh's first virtual marketing firm, and a needed alternative to traditional U.S. and Pittsburgh advertising agencies, marketing firms and web/graphic design companies, has created a new identity for Levanto Financial, a new financial services firm with a holistic approach to financial wellness.

Levanto Financial is a start-up company that came to Virtual Edge Collaborative with a vision, but needed an identity to position, present and embody their new company in a professional and engaging manner. Virtual Edge Collaborative provided consultation, project management, creative direction and design in the development of a new logo, mailing label, letterhead and business cards. The goal was to design a contemporary, clean and simple visual identity that can be represented well throughout the evolution of the company and be used in many formats. The new visual identity also signifies the positive attitude, approach and results that Levanto Financial is all about.

Levanto Financial provides services including budget management, budget optimization and bill pay to help clients establish a "financial wellness for life." The philosophy at Levanto is that situational changes are a fact of life, so financial wellness should become a way of life. The company has launched a pilot location in Troy, Michigan, with future plans for nationwide expansion. For more information, call 888.9Levanto (toll free) or 248.283.8775.

Virtual Edge Collaborative is Pittsburgh's first virtual marketing firm. Virtual Edge Collaborative's revolutionary virtual business model makes it possible for small to mid-sized businesses in Pittsburgh and throughout the United States to receive world-class marketing services, on an a la carte basis, from seasoned industry pros that deliver high-quality work that yields powerful results, in a barrier-free, efficient environment, without costing a small fortune. In addition to charging up to 50% less than traditional advertising agencies, marketing firms and quality web/graphic design companies, Virtual Edge Collaborative also offer an up front, flat fee, per-project pricing menu for most common projects, which is unheard of in the marketing field. Virtual Edge Collaborative also can provide flat fee estimates for any custom projects.

For more information, please visit [www.virtualedgeonline.com](http://www.virtualedgeonline.com), e-mail [gregg@virtualedgeonline.com](mailto:gregg@virtualedgeonline.com) or call 724.766.1040 for a free, no-obligation consultation.

Virtual Edge Collaborative  
9205 Christopher Wren Drive  
Wexford, PA 15090  
Gregg P. Gantwarg  
724+766+1040  
[gregg@virtualedgeonline.com](mailto:gregg@virtualedgeonline.com)  
[www.virtualedgeonline.com](http://www.virtualedgeonline.com)

**[You can find this press release here](#)**