

# First Eagle Funds

First Eagle is a small fund complex with a big reputation among value investors on Wall Street. Three of First Eagle's five funds have received a 5-star rating from Morningstar, which in 2002 conferred its International Fund Manager of the Year award on co-managers Jean-Marie Eveillard and Charles de Vaulx.

## Intelligence

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A slight name change provided an opportunity to freshen First Eagle's literature system, including its monthly newsletter, stationery, fund fact sheets and prospectuses. Rather than create a whole new image, the fund company wanted to use some elements of its old style as a departure point in devising an organically connected but evolved look that underscores its global investment outlook.

## Inspiration

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Langton Cherubino Group refined the First Eagle globe and eagle, simplifying the artwork to make it stronger and increase readability for print and online use.

In tandem with the new design, we revisited the First Eagle fund communication system and standardized the fact sheets, monthly reports, quarterly brochures, stationery and marketing materials. The new unified communications program projects professionalism and supports First Eagle's mission of value investing.

## Langton Cherubino Group

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Design Intelligence / Design Inspiration  
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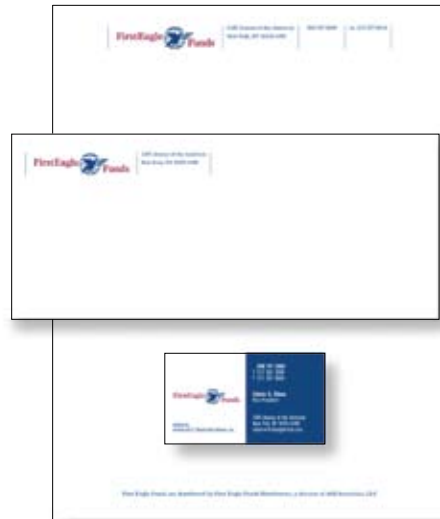
# FirstEagle Funds



## Old logo



## New logo and Stationery system



## Folder system



## Collateral

