

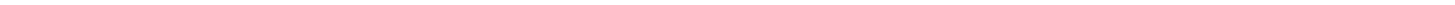


Madison Taylor



Case Study

# Branding



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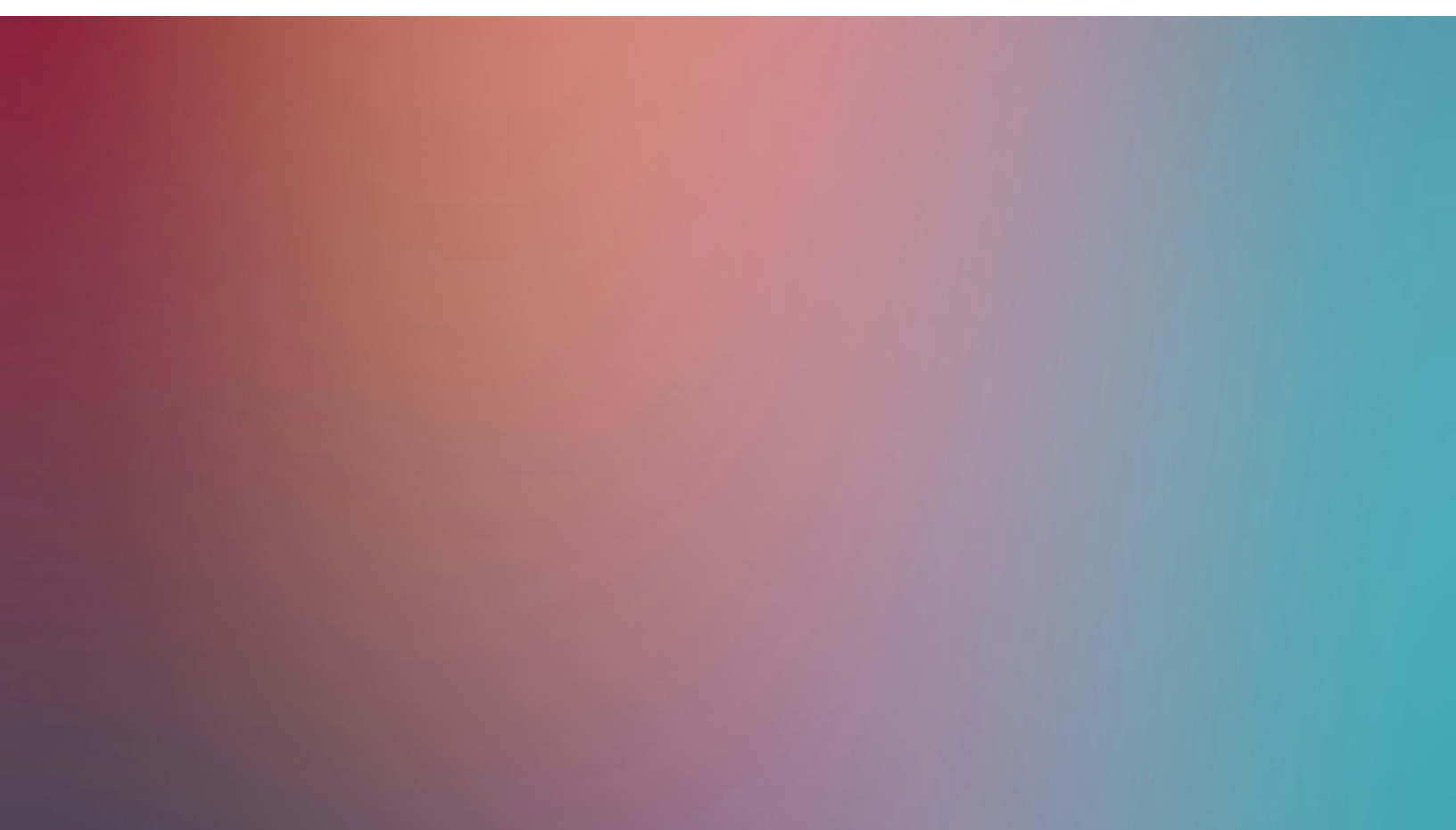
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# Results

The brand overhaul project successfully established a robust and authentic identity that resonates with the internal team and the target market. The comprehensive approach, starting from the discovery workshop to the execution of brand elements, has given our client not only a fresh and appealing identity but also a strategic framework for decision-making in marketing, sales, and client success. This unified brand identity is pivotal in guiding the organization's future growth and market positioning.



Introduction

# Revitalizing Brand Identity

This project aimed to cultivate a brand identity deeply rooted in our client's ethos, serving as a unifying force to steer the company's endeavors across diverse departments such as marketing, sales, and client success.



## Execution

# Here's How We Did It:

We collaborated with our client to overhaul their brand, crafting an identity that resonates with their values while ensuring lasting relevance and influence.

First, we conducted a two-day intensive brand identity workshop with our client's key stakeholders. This immersive session delved deep into the company's core values, mission, vision, and long-term objectives. Through interactive exercises, we extracted valuable insights and perspectives that served as the foundation of the brand's identity.

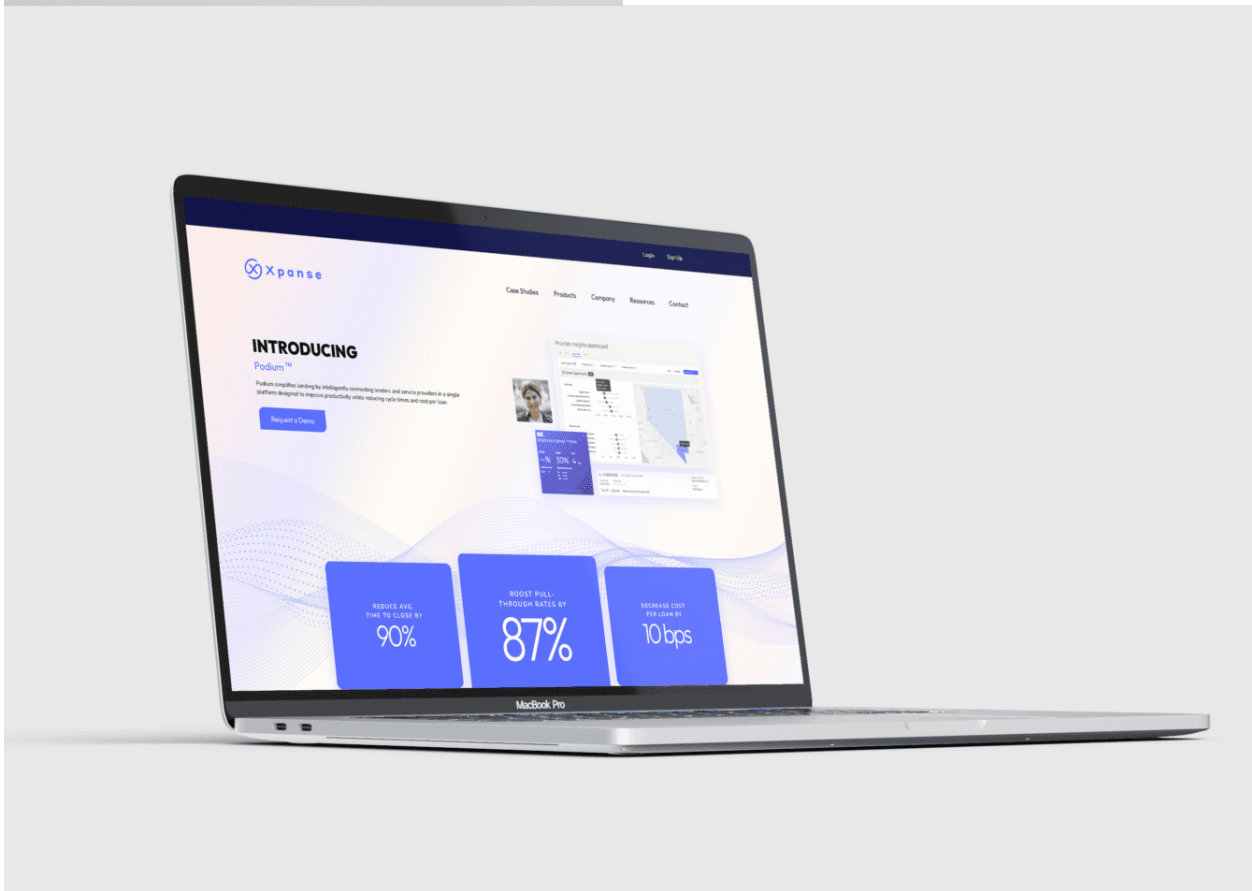
Then, based on the workshop findings, we crafted a detailed brand persona that encapsulated our client's ideal image and market positioning. Our focus was on aligning this persona with the organization's internal values and the expectations of its target audience.

Next, we established a unique voice and tone for the brand, ensuring consistency in communication style across all platforms and mediums to reinforce brand recognition. Additionally, we developed a messaging hierarchy to prioritize and structure brand messaging effectively, creating clear and compelling messaging that communicated the brand's unique value proposition and differentiators.

Simultaneously, we designed comprehensive visual brand guidelines, including logo usage, color palettes, typography, and imagery styles, ensuring versatility and scalability for various mediums and applications. We then produced a range of branded collateral, such as business cards, letterheads, brochures, and presentation templates, all in sync with the new brand identity, enhancing brand consistency and recognition.

Furthermore, we completely redesigned our client's website to align with the new brand identity and deliver an engaging user experience through intuitive navigation and aesthetics that mirror the brand's persona and messaging.

Lastly, we assisted in implementing the new brand elements across all company departments and functions, providing guidelines and training for staff to ensure the cohesive application of the brand identity in their respective roles.





303.500.3265  
info@madisontaylormarketing.com  
MadisonTaylorMarketing.com

5613 DTC Parkway, Suite 120  
Greenwood Village, CO 80111