



We build compelling brand experiences
that advance business and impact people.



Advance to prosper

In nature, organic evolution is necessary for growth and survival. In business, it's no less critical. Your brand must evolve and adapt to changes in your market, your perspective and your objectives. It must remain a true expression of your business and your commitment to your targeted audiences.

A brand can't be constructed in an instant. Or in a vacuum. Or through a consumer research committee. A brand resides in a person's head as a feeling, a promise and a big idea, formed through ongoing experiences and connections. Every encounter between all of your audiences and the visual and verbal elements that express (and influence) your brand must build upon the next. These interactions, whether good or bad, will ultimately impact behavior by shaping opinion, driving purchase decisions and fostering loyalty towards your company, product or service.





Build compelling brand experiences

Building brand experiences is not a singular project. It is a complex process that necessitates a strong culture of design and insight. It demands a thorough understanding of your company's personality, business objectives, products, services, selling process and your target audiences. And it requires active and relentless management for the entire life of the brand.

That's where Creative Company comes in. We know how to transform an evolutionary brand with potential into a revolutionary brand that drives your company's success – and we'll help you navigate all the points in between. We provide the tools and resources that will support your organization's branding and communications initiatives, maintaining the integrity of the brand through the coordination and training of internal teams and strategic partners. And we will continue to be your brand stewards as campaigns are developed and new initiatives are introduced.

Branding disciplines

- > Strategy and Positioning
- > Design and Messaging
- > Application and Introduction
- > Management and Training





Manifest an idea in words and images

When an organization needs a new product or service, or the name no longer reflects the direction of the business, strategic thinking is applied to developing a name that resonates and generates recognition. More than a label, a name must create an idea and be easy to remember and speak. The right name adds personality and differentiates the company or the product within its category. It guides the positioning of the product or the persona of the company. Once named, the concept behind the name is visualized in typeface, mark, fonts and graphic treatments to become the identity and serve as the foundation of the brand.



**RELIANCE
CONNECTS**

Formerly Cascade Utilities, regional telephone company with phone, wireless, internet and digital television

CENTRICATA 
simplify.online.

Formerly Pacific Wave Datacom, a custom web-based software company


foodguys

Formerly Cascade Fruit and Nut, brokers for industrial food ingredients

*Image
Fresh*

Product line for dental group, especially whitening products

THOUGHT.VELOCITY


Formerly the Xenex Group, offering technology and network/software training and support



Establish the brand's foundation

Identity development around an existing name or new one is the opportunity to visually connect with all audiences, to communicate on a new level and to differentiate the organization. We are a visual society that responds to color and imagery, to symbols and representations that subtly or directly influence perceptions of style, quality, service, capabilities and the culture of a company or persona of a product.

Creative Company's identity design has consistently earned peer and industry recognition and awards. Implementing the design systems we created has generated positive feedback from customers and prospects, as well as genuine engagement and enthusiasm from those who work for the newly branded organization.



Sound counsel.
Smart business.





Begin the process

Creative Company's clients are motivated individuals and organizations who are committed to transforming big ideas and objectives into powerful brands with measurable results. We partner with leaders in diverse industries to define, develop and manage their brand systems and ongoing communications programs.

Our branding programs provide the overall framework that makes communicating with your audiences a successful process and a sustainable initiative. We offer a range of programs designed to match your current marketing challenges and achieve specific business objectives.

BrandBuild – build a brand identity from the ground up.

From strategy and planning to creation and management, we'll help you launch and maintain a new brand foundation for your company, product or service that will resonate with your targeted audiences.

BrandRefresh – revitalize a tired brand.

Some brands stand the test of time; others eventually become outdated and uncompetitive. We'll work with you to restage your brand identity and communication tools by clarifying your position, developing a solid strategy and a refreshed brand presence to fulfill current business objectives.

BrandMerge – consolidate several disjointed brands.

Corporate mergers and acquisitions or new product and service introductions can all lead to a confusing collection of unrelated brands. We'll pull the pieces together and deliver a comprehensive, unified and singular system.

BrandExpand - leverage a parent brand to create a new one.

Extending a parent brand to create a new one requires big-picture thinking. We'll provide the appropriate perspective to help you expand your brand strategically to a new level, while preserving its strength and vitality.

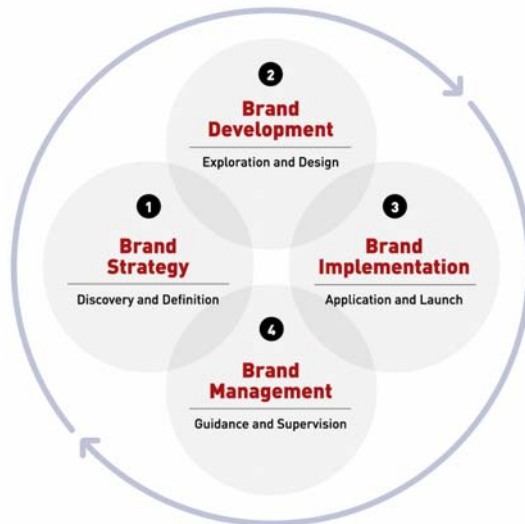
BrandClarify – simplify a complex brand.

Multiple message iterations and shotgun approaches can lead to unconvincing, diluted messaging. We will take a fresh look at your brand and focus its meaning and application into a suite of key messages with razor-sharp clarity.



Rely on our proven methodology

Drawing on our combined and applied knowledge and experience with a multitude of clients in equally challenging branding situations, our branding methodology is designed to address all phases of brand development in an immersive, four-phase process. Together, we will determine the appropriate scope and resources, then customize the level of program depth and detail based on your overall goals and budget requirements. Our seasoned team lends insight and clarity, direction and fresh ideas to make the process both enjoyable and productive.



Pre-Brand Assessment

Prior to engaging in brand strategy, we will assess your particular branding challenge. We'll begin by conducting a needs assessment and meeting with the management team to review your situation, establish goals and objectives, set benchmarks for success and determine which point of entry will best facilitate your branding initiative.

Phase 1 | Brand Strategy

Discovery and Definition uncovers opportunities, builds strategies and defines the Brand Identity Platform and messaging architecture that will shape every action and deliverable to come. This message structure will clarify audience target groups, their relationship to the brand and their influence on your organization.

Phase 2 | Brand Development

Exploration and Design is an extensive conceptual exploration phase which yields the brand identity, a powerful visual and verbal expression of your brand. These brand identity concepts will be further explored and refined until ultimately we have the optimum solution, and with it, the story behind its meaning and relevance.

Phase 3 | Brand Implementation

Application and Launch is the phase in which the new identity is applied to all core communications tools and ancillary components, from stationery to signage to Website, and introduced to all audiences. We tailor a brand roll-out to each key audience, internal and external. New sales and marketing tools are developed to embody and reflect the new brand. In some cases interior spaces are remodeled or refreshed. In implementation, the full impact of the brand identity comes to life, as it is applied to key communication tools used by the organization and its audiences.

Phase 4 | Brand Management

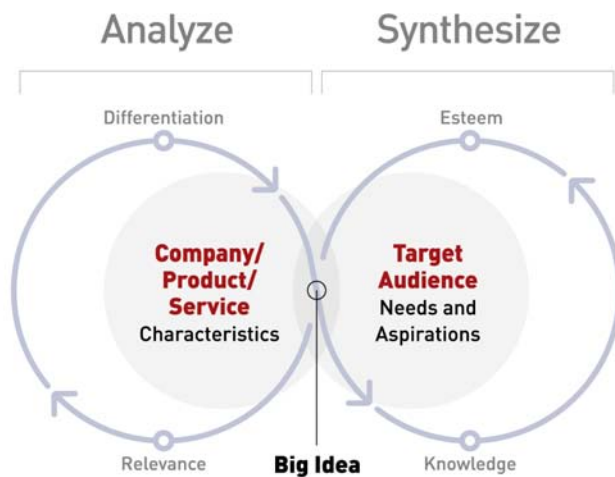
Guidance and Supervision of the brand provides ongoing stewardship to maintain the integrity and effectiveness of the brand over time. We recommend oversight of the brand as an important maintenance procedure to keep the brand in alignment with its main tenets. While your brand identity is designed to hold up for years to come, we become your brand stewards to monitor its application as new products or services are launched, throughout short-term campaigns and long-term implementation, to ensure consistency and relevance so that you avoid brand drift.

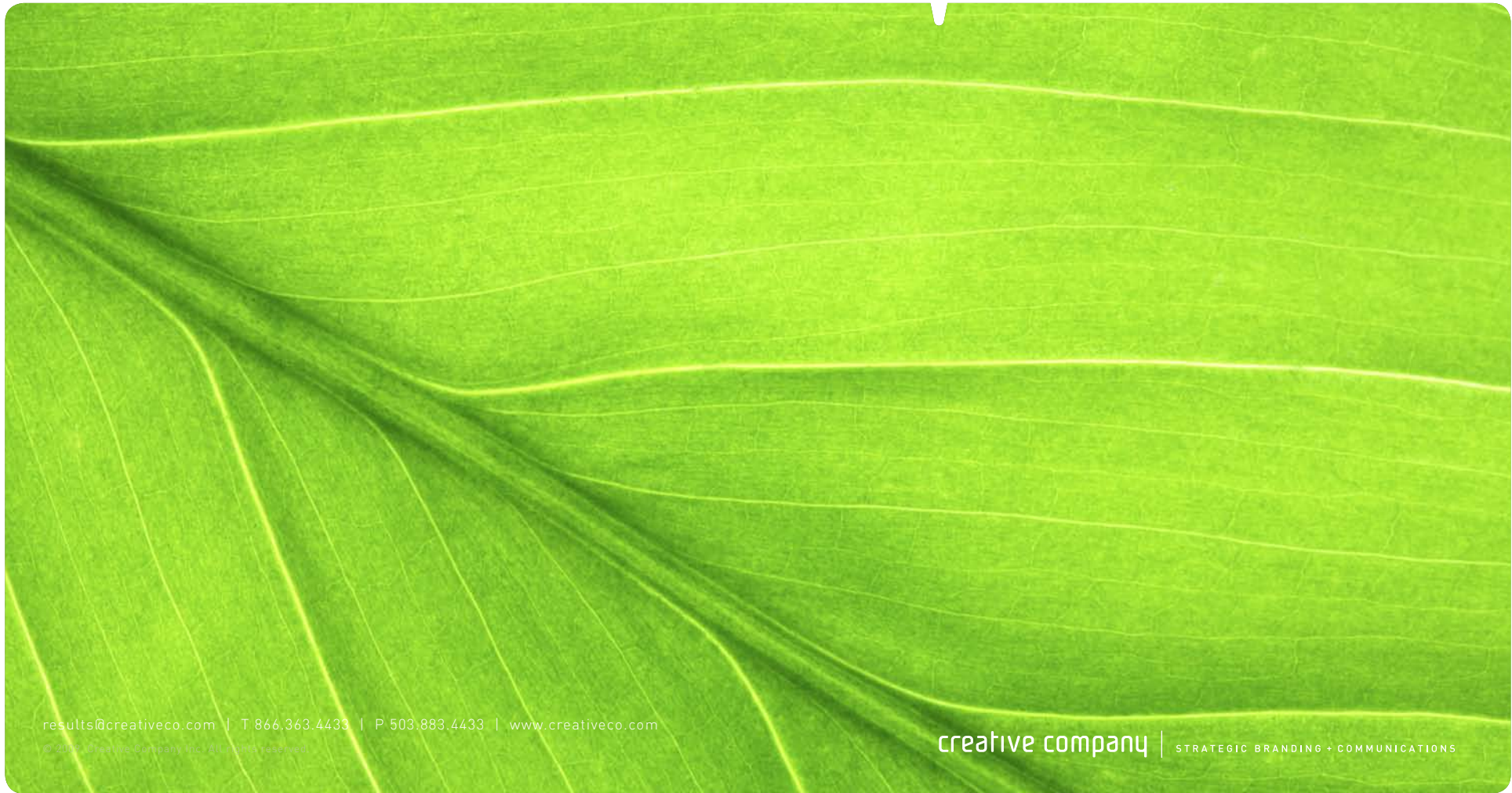


Bring your brand to life

We build, refresh, clarify and strengthen integrated branding experiences that advance business objectives and impact the people you seek to reach.

Branding is often a challenging and elusive concept. We believe a brand encompasses all areas of an organization that are touched by customers and potential customers, internal audiences and the industry and community in which you reside. A brand is much more than the identity system. It adds clarity to marketing efforts and brings attention to messages and assets that set you—or your products and services—apart. A successful brand elevates perceptions and distinguishes your organization, products or services from others in your market, while building recognition and loyalty amongst targeted audiences.





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