

# COLLABORATION

Your guide to creative, collaborative practices to help your business stand out from the competition

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Consistent branding across the board helps ensure recognition and build brand awareness

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## BRANDING SPEAKS LOUDER THAN WORDS

Standing out in a sea of messages is challenging in today's saturated marketplace. The more visual your brand expression is, the more likely it is to be remembered by your audience. But just being visual isn't enough... you need to be consistent and strategic in how you present your visuals to have the greatest impact on your target audience and form a positive, memorable brand.

That's why when client Laura Markee decided to put her years of experience to work and open her own business valuation and financial damages analysis firm, Markee Valuations, we decided on a strong and unexpected visual solution to present herself in the polished, professional manner for which she was known in the industry.

Her immediate needs for launch included a new logo, stationery, report covers and nametags for upcoming speaking engagement, in addition to an online presence in the form of a new website and social media presence.

the essence of what the Markee brand was to be. Concepts were developed that would address the needs outlined in the brief and differentiate her firm from others in the area. A blue-toned color palette was chosen, representing

**65% of the population are visual learners.**

The logo needed to reflect Laura's professional personality and also have room to grow as her firm grew. Equally important, it also needed to appeal to her target audience including attorneys, business owners and financial planners, all while differentiating her from her competition.

We arrived at the above solution after completing a creative brief that identified her overall goals, and captured

reliability, trustworthiness and commitment, all values that Laura brings to the table with each valuation.

In less than a year, Markee Valuations is in the process of remodeling a new building to call home for her growing staff and her brand continues to serve her well, as it is applied to additional components such as large format signage.

[www.markeevaluations.com](http://www.markeevaluations.com)



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