

Building a New Brand

When promotional marketing company Communifx needed a brand overhaul, they came to Brady Communications for help. Founded in 1988, Communifx had put a lot of effort into making their clients shine, but their own identity had gotten a little dusty. The Brady Communications brand development process helped Communifx get focused.

Branding is so much more than a logo or a color palette. It's a relationship between a company and its customers. Understanding this, Brady Communications first guided the Communifx team through a discovery process that included a brand audit, as well as interviews and surveys to collect insight from key stakeholders. The discovery phase also included marketplace research to benchmark competitors and determine the niche where Communifx could be most successful.

All of this research culminated in the development of a new brand platform made up of an essence, promise, pillars and personality. From there, Brady Communications went to work implementing the new brand across all Communifx's marketing pieces with the redesigned logo and color palette. Communifx now has an updated, focused brand that can help build business.

Making It Real

With brand guidelines in place, it was time to bring them to life across a variety of new collateral pieces, including corporate letterhead, business cards, sales folders and more.



Communifx



A Whole New Look

We created a new identity from the ground up, including a new logo, a sophisticated color palette, and stationery and Web designs that helped Communifx stand out in a competitive marketplace.

Doing Our Homework

Another key facet of the brand discovery phase is market research. Brady Communications worked with Communifx to benchmark competitors and analyze their business models.



From Words to Pictures

Using the mood boards as an objective guidepost for making sure all design work was on brand, our design team began creating the new visual identity. We developed a whole new image for Communifx—from the logo to the color palette and photo style.



Getting to Know You

Through a comprehensive brand audit, as well as interviews and surveys with internal and external stakeholders, Brady Communications helps its branding clients identify strengths, weaknesses, opportunities and challenges.



A Solid Foundation

With the research done, the next step was developing the brand platform, including a brand essence, promise, pillars and personality. From there, we developed messaging based on the brand pillars and created mood boards from the brand personality.