

Growing an effective brand identity for your enterprise.

WEB SITE

STATIONERY SYSTEM

SIGNAGE + ENVIRONMENT

COLLATERAL + PUBLICATIONS

Buzz Buzz

Your effective identity will attract interest and generate buzz in your communities.

Imagine that the flower is your **complete brand identity.**

The petals represent channels for brand expression. Together they form an integrated brand experience, radiating your organization's unique personality.

Your **communications program** is like the stem that focuses the energy channelled through your different roots into a concentrated, unified effort.

Think of your organization's **mission and values** as rich soil — the foundation of your identity.

Roots are the **infrastructures** defining how much and what of the soil's nourishment — your identity — feeds into your identity's expression.

STAFF

BUDGET

ENVIRONMENT

TECHNOLOGY

INFRASTRUCTURES