



Brand building for continuity and growth

We help businesses going through big organizational changes

A purchase, merger, succession, or other large transition often requires a realignment of branding.

- Existing brand may be dated or inconsistent
- New leadership may be forging a new path
- Business name, focus, or services may be changing

Realigning that brand during an organizational change can come with strategic challenges.

- Wary staff and customers (What will change? Will this still be a place for me?)
- Lack of internal consensus (Is there a defined and shared vision driving decisions?)
- Lack of clarity (Who are we and who do we serve, really?)
- Timing concerns (How much do we change, and at what pace?)

Chalkbox Creative builds brands for growth and continuity through those big business transitions. Our transparent, concept-first approach brings clients inside the work, and helps achieve the right branding outcomes.

How we help

Chalkbox serves up brand strategy, visual identity design, and applications in digital and print media using our unique, creative approach.

- **Brand development**
From relationships to revenue, your branding impacts everything. Is your branding ready for what's next?
- **Website design/build**
An effective website drives engagement, supports customers, and generates new leads. Is yours ready to reel in your audience?
- **Print media design**
Complement your digital strategy with tangible marketing materials. Does your audience want or need a physical brand experience?

Let's talk

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