

# Brand building for growth and continuity



## 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

- ▶ **Brand assessment** What are they working with? What's broken? And what to prioritize?
- ▶ **Brand strategy** As the bridge between the brand and business goals, brand strategy allows a business to pursue brand-building activities with clarity.
- ▶ **Brand design and visual identity** From credibility to market position to sale, visual branding has enormous impact. Is it ready for what's next?
- ▶ **Website design/build** An effective website drives engagement, supports customers, and generates new leads. Is it ready to reel in the right audience?
- ▶ **Print media design** Complement digital strategies with tangible marketing collateral. Does the audience want or need a physical brand experience?

## Connecting

206.466.3880

[contact@chalkboxstudio.com](mailto:contact@chalkboxstudio.com)

[chalkboxstudio.com](http://chalkboxstudio.com)

The logo for The Akopyan Group CPAs, featuring the text "THE Akopyan Group CPAs" in a blue serif font, with "THE" in a smaller, all-caps font.

[SEE OUR CASE STUDY](#)

The logo for The Diabetes Link, featuring a stylized graphic of a person's head and shoulders in blue and yellow, followed by the text "THE DIABETES LINK" in a bold, sans-serif font, and the tagline "Where Young Adults Thrive" below it.

[SEE OUR CASE STUDY](#)

The logo for Dog Guard, featuring a stylized blue and white dog head profile, followed by the text "Dog Guard" in a bold, sans-serif font, and the tagline "OUT OF SIGHT FENCING" below it.

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## About our ideal clients

While our creative model and systems can be put to work for a broad range of clients, our focus is on companies during or following their biggest transitions—those for whom the existing brand is no longer aligned with the future of the organization.

- ▶ Successful leaders who are focused on growth, serious about removing obstacles to that growth, and who understand the value of branding and design.
- ▶ Leaders of organizations following a merger, where brand is one of the many systems that will be integrated.
- ▶ Leaders of organizations following an acquisition, where the brand of one or both organizations requires an adjustment to fit their new reality.
- ▶ Second-generation business owners and leaders following family succession, where an outdated or neglected brand needs to be modernized.
- ▶ Leaders of partnerships following the departure of one or more managing partners, where the business name, focus, and/or capabilities have changed.
- ▶ Leaders of organizations that are facing or making big changes. These can be external changes (geography, customer demographics) and/or internal changes (capabilities, focus, or name).

## About their companies

Likely characteristics of their companies include:

- ▶ Privately held and owner-managed
- ▶ 5 to 400 employees
- ▶ \$2M to \$50M in annual revenue
- ▶ Areas we know well include
  - Professional and technical services
  - Manufacturing and distribution
  - Education and events

“ [Chalkbox is] great at going deep to learn about their clients’ goals, motivations, and audience. They then somehow take this information and create a brand identity that works on multiple levels. I know, because Chalkbox has done it for me twice now, and each time has been a powerful experience.”

– Amy May, Artala

“ I #&% LOVE the new logo and branding! So, thank you!!!”

– Dean Watkins, Dog Guard

[READ MORE FROM OUR CLIENTS](#) ↗

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