

mlicki

WHAT IS
THE RIVER
CONSULTING
BRAND?

IGNITION[™] STUDY

River Consulting.

Rebranding a Major A/E.

PEACE OF MIND.
Delivering our brand experience.

RIVER CONSULTING

Engineering a brand.

In 2009, River Consulting had come a long way from their start along the Mississippi River.

They turned to Mlicki to help focus their brand and position them in an international market. In their thirty years of operation, River Consulting had expanded to clients in 57 countries around the world and needed a brand that could represent the level of their expertise in the industry. Mlicki worked in-depth with River Consulting to build their authentic brand through research and strategy, and implemented tactical materials to hold their position in the marketplace.

Defined brand strategy

Focused service offering

External messaging strategy

Identity & supporting materials



Spark your interest.

Our proven brand building process, **IGNITION**, looks both inward and outward to build authentic communications. We take a long-term perspective of your business – looking at your needs right now and in the future. This process contains 3 phases: Insight, Ideation, and Implementation.

PHASE 1



PHASE 2



PHASE 3



I³GNITION™



INSIGHT

Confirm what you do know.
Find out what you don't know.

IDEATION

Form your unique
visual culture and brand voice.

IMPLEMENTATION

Develop communications
that engage your audience.



PHASE 1

Insight

The 2010 brand strategy brought together research insights from employees, customers, management and competitors. An effective brand identity must both enable the corporate strategy and connect with the personifying aspects of the brand, such as being adaptable, innovative, insightful and proactive.

Mlicki recommended both changing the name and redesigning the existing corporate identity to reflect the newly defined brand strategy. Not only would it enhance readability, it would also add sophistication and modernization to help position River Consulting internationally.

Employee online survey

Leadership questionnaires

Brand workshop

Competitive audit





PHASE 2

Ideation

In the Ideation phase, we needed to take these insights from the brand strategy and bring them to life. Font research and color analysis was used to develop an initial platform for the brand, while conceptual sketch work generated identifying marks. This culminated in a focused range of corporate identifiers for the brand.

Internal creative reviews were then conducted. The multitude of fonts and sketches were put together and analyzed against a strict set of criteria. From this process roughly 15-20 identities are executed to represent the overall brand. Further internal creative review then narrowed this initial set down to the six strongest.

Name revision

Font research

Color analysis

Conceptual sketch work

Identity design





PHASE 3

Implementation

Once the final identity was selected, the implementation phase of the brand was initiated. We began by first turning the brand inward by creating an extensive employee brand book. We believe a successful brand starts from within, so giving employees something to both introduce the new brand and establish consistency is vital.

We then created over 20 variations of the primary logo for use in different formats, a range of media and various color scenarios. After designing the primary business papers for the brand, we focused on outward facing materials, such as the corporate brochure, website and tradeshow graphics.

Employee brand book

Logo versioning

Business papers

Website

Corporate brochure

Tradeshow graphics



RIVER CONSULTING



Fan the flames.

Rebranding a company with an extensive history is a complex task, so it's important to rely on a proven partner. For over 35 years, Mlicki has created authentic brands and the communications materials that grow them.

“Mlicki helped raise our brand to the level of our expertise in the industry.”

Greg DiFrank
President

Let's strike up a conversation.

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