



Knowing When to Rebrand

The Evolution of the MarCom Point.Solutions Logo— From Launch to Rebranding

Company Profile

MarCom Point.Solutions is a marketing communications and brand building consultancy specializing in creative, targeted content development, copywriting and corporate identity solutions that deliver messaging with a point through strategic thought leadership and tactical communications tools for B2B, B2C and B2E markets with the goal of expanding brand awareness and increasing revenue.

Initial Brand Launch

MarCom Point.Solutions launched its brand in 3rd Q 2005 with this logo and tag line:

MARCOM < point > SOLUTIONS



Messaging with a Point

The focus for this initial design was to emphasize the point of creating targeted marketing communications solutions. The < Point > in the company name is highlighted between the action marks, and it is also referenced in the tag line. The multi levels, sections and colors in the framework design represent the core competencies that the company delivers: marketing communications, brand management, content development, and corporate identity as well as the capability to be both strategic and tactical within a variety of industries. The two colors were selected to communicate an image of a consultancy that understands corporate structure but operates with boutique flair.

This logo successfully established brand recognition for the company since the launch.

Brand Review—Case In Point

Good branding requires systematic review and analysis – to ensure that messaging is on point, as the business climate changes and needs shift. MarCom Point.Solutions walks the talk.

After operating in the marketplace with the initial logo for a year and a quarter—a brand audit was conducted by MarCom Point.Solutions to determine if the brand image was in alignment with the next phase of the strategic marketing plan and resonating with clients. It was decided that it was time for generation 2.0 of the logo design—taking it to the next level and building off the legacy of the original by reinforcing the strong design aspects and refreshing some facets. The solution is a new logo design with a fresh perspective, distinctive typography treatment, and novel colors.

The **rebranding challenge** was how to better incorporate the descriptive company name and tag line into the design to communicate the total brand essence. The **new logo** pays homage to the heritage of the launch design with the evolution of the use of the > mark as well as the morphing of the original palette into more vibrant colors from similar families that are sharper, yet still communicate the boutique experience and respect for the bottom line – with an edge.



marcomsolutionsguru.com