



It's All in the Tittle

21 years

of equity built into Aria's original brand

ONE

very well-received refined brand

5,520+

market-facing minutes invested in distilling their brand

“Can you help us with our brand?”

It's a question we often hear, this time from the Marketing Team Lead at an international customer experience consulting firm. She had just sent us an unsolicited email asking if we could help them with the rebranding efforts of their firm.

Looking to always be of service, I responded to that email with a typical response you'd expect from a consulting firm. “It depends,” was my response. “It depends what you'd be looking to do as part of your rebranding efforts. Let's connect over a brief phone call to see whether we can help or not.”

Shortly thereafter, Anastasia and I connected and had a quick call about her rebranding needs. Her firm, Aria Solutions, was looking to refresh their current visual identity (logo) to match the modern approach of their firm. During our call I asked how her organization wanted people to feel about their refreshed logo. Her response was a cue that we better meet and talk about more than just ‘refreshing a logo.’

Positioned to Lead

Fast forward a few weeks. During an early meeting with Aria's marketing team, it became clear that they needed to better understand how their market perceived them. They needed help to clearly distill their B2B brand and answer the critical question of

“Why you?”

It was a question we set out to answer using our Rebox Brand Positioning Pyramid™.

A series of semi-structured interviews were set up with Aria's current, past and future customers. As an international organization, this meant scheduling and conducting calls with multiple groups of decision makers throughout North America and Europe. In addition to the external interviews, we also set out to better understand Aria's perception of themselves from a series of internal stakeholders.

SERVICES PROVIDED

- ~ Brand Positioning
- ~ Visual Identity / Logo Development
- ~ Brand Standards Guide
- ~ Brand Launch Video
- ~ Icon Refinement

INDUSTRIES SERVED

- ~ Telecommunications
- ~ International Contact Centres
- ~ Professional Services
- ~ IT Consulting



As a result of our Brand Distilling efforts, we found that the market had a very favourable impression of Aria. They were an organization of experts who took their roles seriously, but without taking themselves too seriously.

It was clearly understood that they had the technical capabilities needed to engineer and integrate solutions for fully connected contact management centres. But it was their human approach to working with their clients and solving challenges that brought the greatest value to Aria's market.

Packaging the Evolved Brand

As a 21-year-old IT consulting and contact centre software development firm, Aria Solutions had experienced enormous growth and evolution in their offering and expertise. Their industry had changed over those two decades and so did some elements of their organization. But their visual identity had stayed in the past.

We were further engaged to now package their revised brand position into a refreshed visual identity. We began by working with a series of constraints that looked to preserve the key elements of their original visual identity to hold as much of the brand equity within their original logo. A series of designs were created and tested to see how they were being perceived relative to key emotional responses. While a few of the designs scored quite well, the constraints were limiting the effectiveness of the designs. Understanding this limitation, Aria agreed to remove all constraints and allow our team to design a new visual identity that evoked the right emotions, presenting Aria as their refined brand story indicated.

Starting a Conversation

After weeks of research, design and testing, a set of three new visual identities that scored well against the desired emotional

responses were presented to Aria's team for consideration. Each design was initially presented by itself without any rationale or data support—the team was asked to *experience* each of the designs. How did each design make them feel? What type of organization did they feel was associated to each of the designs?

The result? A resounding home run. The rebranding team felt nearly the exact same emotions as the market testing indicated. The company logo would drop the “Solutions” word and presented the company simply as “aria.” A custom modified lowercase font in four colors spelled out the simplified wordmark. The a's of Aria were customized speech bubbles, signifying their brand as being an organization focused on communication in both their offering and in their approach with clients. The final touch—a speech bubble adorning the tittle (or top dot) within the 'i' of Aria would serve as a standalone visual element when needed in their other marketing materials.

It was a new visual identity that truly captured the essence of the Aria brand. Simple, approachable, diverse and modern.

Telling the New Story

Having developed a new story and a new identity, we worked with Aria's rebranding team on the right launch for such an important step in the organization's history. Cupcakes, branded mugs and an Aria branded BBQ were the perfect setting for the internal launch. A public reveal at a large international trade show set the stage for their market-facing launch, and a brand launch video would tell the story in digital channels.

It was a prominent set of events perfectly suited for announcing the evolution of the organization and the modern Aria brand. It's what you'd expect from an organization and team who take their reputation seriously, but not themselves too seriously.

KEY TAKEAWAYS

- ~ *Companies evolve, and so does the brand. Over time, it's necessary to look up and see the broader landscape and be proactive in responding to opportunities on the horizon.*
- ~ *Visual identities are the public face of your brand. Like faces, they elicit emotions that people respond to. Harness that power of emotion in your brand and messaging.*
- ~ *Don't fear change... fear staying the same.*

Need a little help distilling your own brand and brand story? Curious what really makes you unique & valued? Building a great brand and telling a story worth repeating takes insight, courage and dedication. We're honoured to play a significant part in that process and would love to see if we're the right fit for you.

