



THE SOUND OF MODERN SIMPLICITY

STAYING RELEVANT MEANS DARING TO EVOLVE.

TECHNOLOGY

B2B

PROFESSIONAL SERVICES

Brand Positioning

Rebranding

Launch Video



The Challenge

After 21 years in business, Aria Solutions had outgrown its brand. The marketing team of this international customer experience consulting firm initially contacted Rebox for a logo refresh. It was quickly identified however that the way they were presenting their company no longer reflected who they had become.

Their brand wasn't showcasing their expertise, culture, and human-centered approach of blending technical excellence with empathy and connection. The task wasn't just to update a logo; it was to reveal the essence of Aria without losing the equity they'd earned.

The Approach

Rebox began by listening. Through stakeholder interviews across North America and Europe, we used the Rebox Brand Positioning Pyramid™ to organize perception, promise, and proof - to clarify how Aria was perceived and to leverage what truly differentiated them. This answered the critical question of *"Why us?"*

The signal was clear: technically exceptional yet refreshingly approachable. Aria's strength wasn't bravado, it was confidence with humility. They had the technical capabilities to engineer solutions, but it was their human approach to collaboration and problem-solving that brought their clients the greatest value.

This became the foundation of their refined brand story and their associated identity: sophisticated technical expertise, delivered with humility and warmth.

The Rebox Impact

A trusted partner for evolution: Helped a 21-year-old global brand rediscover and express its essence.

5,520+ minutes: Translated research and stakeholder feedback into a unified, human-centered brand system.

Global resonance: Delivered a new visual language that strengthened internal culture and elevated market perception.



The Activation

With insights in hand, Rebox translated strategy into a new visual and verbal identity. Concluding weeks of research, design, and testing, three new visual identities were presented to Aria's leadership team. The result was unanimous, a bold evolution was needed.

Name refinement: from Aria Solutions to **aria** - lowercase, approachable, techie and confident.

Design language: a custom typographic system and four-color palette to express dialogue and diversity.

Signature cues: "a" shaped as a subtle speech bubble to signal connection, and the tittle of the "i" evolved into a standalone brand element.

Systems & tools: a refined brand story, a brand standards manual, icon refinement, launch assets, and a brand launch video.

Having crafted a refined brand, a new story and an improved brand identity, Rebox collaborated with Aria's internal rebranding team to ensure the launch reflected the organization's history and spirit.

The debut began internally and extended globally through a major trade show event and an associated brand launch video. The result was very well-received - confident, cohesive identity that mirrored who Aria had become: connected, modern, and proudly human.



Key Takeaways

Organizations evolve; the brand must follow. Periodic reflection keeps you relevant and resonant.

A logo is more than a mark. It's a signal of emotion and intent.

Don't fear change. The courage to evolve is the hallmark of brands that lead.

The Impact

The rebrand repositioned Aria as a leader in customer experience innovation. Internally, it fostered renewed pride, unity, and alignment; externally, it captured attention in a crowded B2B landscape. The new identity preserved equity while infusing it with clarity, modernity, and emotion.

Aria emerged as a brand that sounded exactly like its name: clear, resonant, and human.



Need help distilling your brand's true essence?

At Rebox, we help businesses uncover what makes them unique and valued. Crafting a brand worth remembering takes clarity, courage, and collaboration, and we're here to guide you through every step.



WeAreRebox.com | info@WeAreRebox.com | 403.531.6240