



Client: Aria Solutions

When the Brand No Longer Reflects the Business

Realigning identity with a 21-year evolution

TECHNOLOGY

B2B

PROFESSIONAL SERVICES

Brand Positioning

Rebranding

Launch Video

What began as a request for a logo refresh revealed a deeper issue: the brand no longer reflected what the business had become. Realigning that gap brought clarity to how Aria presented its value internally and in the market.

The Situation

After 21 years in business, Aria Solutions had built a strong reputation as a customer experience consulting firm, operating across North America and Europe.

But as the company evolved, its brand did not.

The way Aria presented itself no longer reflected the depth of its expertise, its culture, or its human-centered approach to solving complex technical challenges.

The Discovery

What appeared to be a visual update was not a visual problem.

The brand was underrepresenting the business.

Technically exceptional yet approachable, Aria's strength was not only in its ability to engineer solutions, but in how it collaborated, bringing clarity, empathy, and structure to complex systems.

This core truth existed within the organization, but had never been clearly articulated.

THE IMPACT

A BRAND REALIGNED WITH THE BUSINESS A 21-year organization now expressed with clarity and precision.

STRONG INTERNAL ALIGNMENT Teams and touchpoints aligned around a shared narrative.

ELEVATED MARKET PERCEPTION Technical expertise and human connection expressed as one coherent position.

A SYSTEM DESIGNED TO SCALE A brand architecture capable of evolving without fragmentation.



The Realignment

The challenge shifted from refreshing identity to redefining meaning:

What does this brand truly stand for today?

Through structured analysis and internal alignment, a clear positioning emerged, one that balanced technical expertise with humility and human connection.

This became the foundation for a renewed brand story and identity system.

- Sophisticated technical capability
- Delivered with clarity, empathy, and confidence

A system that could scale across teams, markets, and touchpoints without losing its human core.

The Activation

Strategy was translated into a new visual and verbal identity.

Key expressions included:

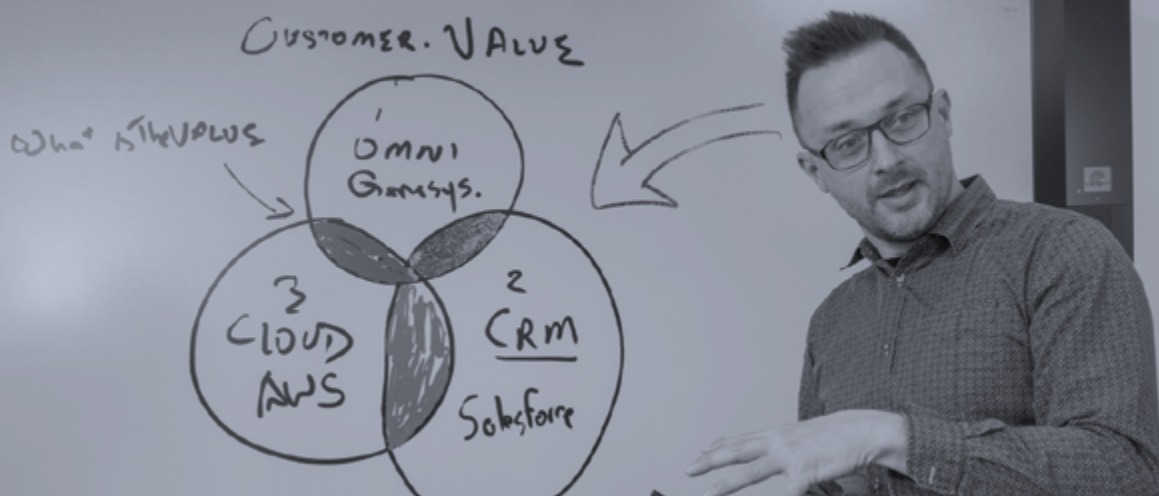
- **Name refinement:** from Aria Solutions to aria: more approachable, confident, and contemporary
- **Design system:** a custom typographic language and color palette reflecting dialogue and diversity
- **Signature elements:** subtle cues reinforcing connection and communication

The new identity was deployed across internal and external channels, aligning teams and strengthening how the brand showed up globally.



When brand and business drift apart,
alignment must be rebuilt.

This is the work Rebox does.



Rebox helps organizations align what they build with what they stand for.

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