



MODERNIZING A LEGACY IN MOTION

WHEN A COMPANY EVOLVES, ITS BRAND MUST KEEP PACE WITH ITS AMBITION.

B2B

INDUSTRIAL SERVICES

INDUSTRIAL MANUFACTURING

OIL & GAS

Brand Assessment

Brand Positioning

Identity Refinement

Communication Tools

Brand Strategy



The Challenge

For more than two decades, Tundra Process Solutions had grown into a respected leader in industrial equipment, automation, and process solutions across Western Canada. But with rapid expansion, the company faced a familiar challenge: its brand no longer reflected the scale, sophistication, or direction of the business.

The visual identity and the messaging didn't capture the question their leadership cared about most: "What will we be remembered for?"

Built through strategic growth, Tundra's long-term success depended on more than products. It needed a brand that reflected a legacy worth remembering.

Tundra engaged Rebox to help them evolve without losing the strength and trust they had built over the years.

The Approach

Rebox started internally with interviews and on-site observations across 100 employees in two cities. We gained a clear picture of their internal beliefs. But did the market agree? To answer that, we moved outward.

We conducted +50 semi-structured interviews across five industries to understand the market's unbiased perceptions. The findings were revealing: while Tundra saw product breadth as their differentiator, the market valued service, responsiveness, and expertise far more.

These findings shaped a narrative where we presented the company as a human, knowledgeable, and dependable solutions partner.

The Rebox Impact

7 industries unified: A single brand story crafted for a company serving seven distinct sectors.

100 employees engaged: Ten days of interviews across two cities, fuelled by more than 360 cups of coffee.

50+ client voices distilled: Built an identity and communications strategy to support international growth and a major investment deal.



The Activation

With the brand positioning defined, we translated strategy into a modernized and meaningful brand expression, one that honoured Tundra's legacy while propelling its next chapter.

Visual Identity Refresh

We refined and modernized Tundra's well-known logo, updating its form without losing its equity. The identity was elevated to reflect the company's brand attributes: human and friendly, accessible, knowledgeable, solid and real.

A new tagline was created, "*Be known by the company you choose.*", captured Tundra's personable approach and the relational trust that defined their customer experience.

Packaging the Brand Story

Once the essence of the brand was distilled, we translated it into tools they could all use with confidence. Client-facing materials were developed, presentation templates were designed, and a cohesive communications system was developed to ensure every touchpoint told the same clear story.

Integration & Adoption

To embed the refined brand into daily operations, we facilitated workshops across teams to help employees internalize and embrace the refined brand story.



Key Takeaways

The Impact

- **Improved clarity:** Teams could speak about the brand with confidence and consistency.
- **Stronger market presence:** The new visual identity signaled innovation and leadership.
- **Better alignment:** Sales, engineering, and marketing operated from a unified brand.

The result was a brand ready for the next chapter of their growth.



— Organizations may build and invest in their brand, but their market decides how it is perceived. The magic is how you influence that perception.

— A strong brand must evolve alongside the business it represents.

— Clarity drives confidence, internally and externally, and a cohesive narrative strengthens the customer experience.

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.



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