### ((CENTRIC))

# Your Problem Solvers Brand Theme

OVERVIEW: A brand theme creates a consistent message, look, and feel, making our brand memorable. We aim to create a new campaign every year to maintain recognition and relevance. It reflects who we are, what we believe, and helps build a positive, lasting impression—keeping us top of mind when our audience is ready to buy.

THE CONCEPT: "Your Problem Solvers" brings to life our approach, focusing on what we do. It highlights **Common Business Problems** and how we solve them, **Our People as Problem Solvers,** and **Tailored Solutions** through client stories.

VISUAL IDENTITY: Shapes and silhouettes that illustrate our approach to problem solving. Colorful, playful, dynamic – and shows problem-solving in action.



Suhail Ali

Data & Analytics

enior Architect, Chicago Team

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Matt Gordon enior Architect, Cincinnati

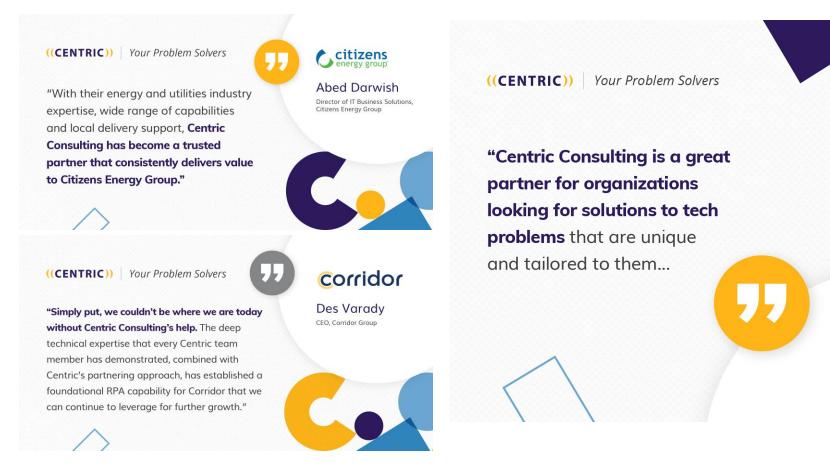
Data & Analytics

Market Development

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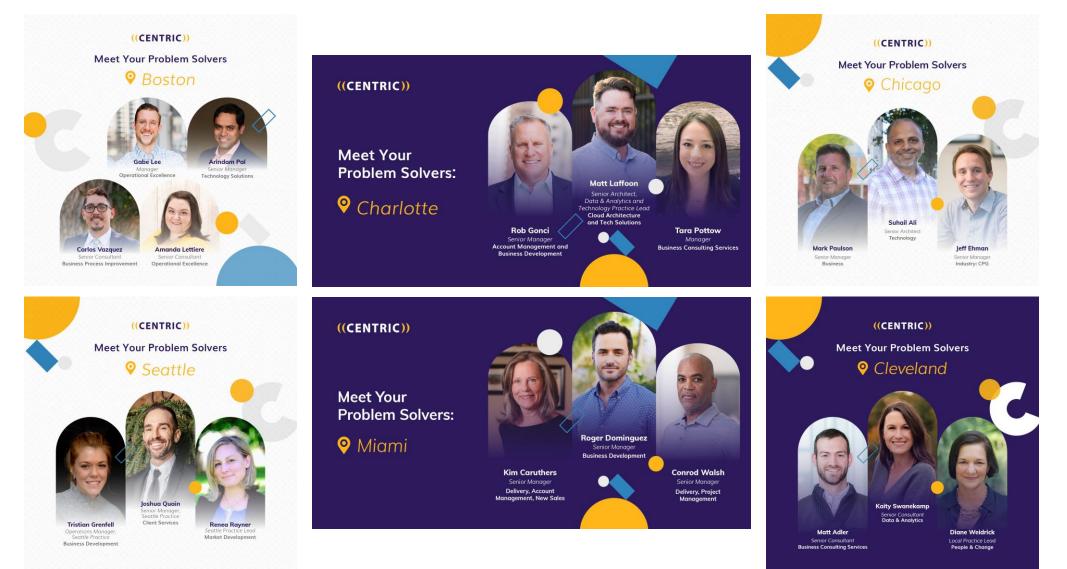
...Centric takes the time to get to know you and to be **a true partner in finding that solution.**"



Molly Pringle CEO, Portland Street Medicine

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