

Wise

CONSTRUCTION

STRATEGIC MARKETING BY



With new leadership and tremendous sales growth, Wise reached out to Communications, Ink for help articulating and refining their Mission and Values. Through a series of focus groups and in-depth client interviews, that are a signature of our *Deep Dive*, we created their first Mission and Values statements. They were then visualized into a graphics that appear in their corporate office as well as on promotional items and event marketing. We also created a new tagline and key messages that reflect what they do and informs their audiences about what matters to them. This created a deep partnership that led to a brand extension and refresh.



MARKETING MATERIALS



INTERIOR OFFICE SPACE





**FROM IDEATION TO PROJECT REALIZATION,
WE BRING PEOPLE TOGETHER TO TRANSFORM
COMMUNITIES AND IMPROVE LIVES.**



New branding was not something Wise wanted to undertake at this time. That said, they had a limited brand that consisted of one logomark and one red color. We refreshed their brand with an expanded color palette, font family and iconography. The new color palette was also given an ombre treatment and we created a custom herringbone pattern to add dimension to their print and digital materials. We then created a new style guide to help the client with proper usage of their visual toolbox.

LOGOS



FONT FAMILY

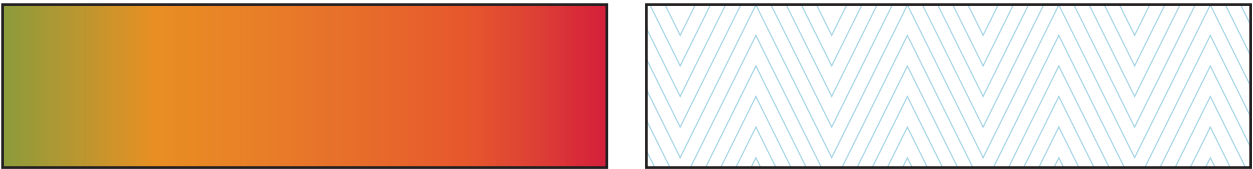
Assistant Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Assistant Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

				
Pantone 57-8C HEX: #D3163B CMYK: 0, 100, 68, 0 sRGB: 211, 22, 59	Pantone 20-8C HEX: #E68E27 CMYK: 0, 47, 100, 0 sRGB: 230, 142, 39	Pantone 161-15C HEX: #8A993C CMYK: 31, 6, 93, 24 sRGB: 138, 153, 60	Pantone 37-8C HEX: #DC5D34 CMYK: 0, 73, 87, 0 sRGB: 220, 93, 52	Pantone 118-3C HEX: #A3D3E4 CMYK: 30, 0, 5, 0 sRGB: 163, 211, 228

TREATMENTS & PATTERNS



ICONOGRAPHY



STYLE GUIDE



TESTIMONIAL

"With the Deep Dive, the Communications, Ink team has provided a fresh look to our decades-old brand and helped us to better define who we are and why we exist. If you're seeking a team that makes an impact and is fun to collaborate with, look no further!"

– Laura Player, CMO, Wise Construction