

COMPANY LAUNCH PARTNERS RELAUNCH

REBRANDING AND LOGO UPDATE

"I often share with people that I was very intentional on including the word Partners in our name. Partnerships with clients are a cornerstone of our values with our clients. However, when the logo was originally designed, it evolved through a few versions and the unintended consequence was one that resulted in that key word being lost. People would often refer to us as Company Launch. Similarly, when I would refer to CLP, folks would question who that was. The logo itself always received favorable feedback but our brand name was not very apparent. The company hired Devin to help provide a logo refresh to help remedy our issue. Devin and I met to discuss the problems with the current situation. He listened intently and worked hard to understand the business problem and need for the refresh. As he came back with various design options, he provided a broad spectrum of ideas for us to refine. I was not only happy with what we chose as an updated logo but satisfied that Devin guided me through a process that brought forth the intended result."

COLLABORATIVE MATERIALS

"In line with our redesigned logo, I requested that Devin design a set of collaborative materials which can be used to highlight and celebrate our brand and the company. Devin was very creative in his use of the color scheme and manner in which he brings to life the creative and celebratory feel we were seeking in our materials".

WEBSITE UPDATE

"As a result of various transitions in our company, our site quickly became outdated and did not effectively communicate who we were as an organization. Using our new brand and honing in on our ideas, Devin designed an updated website for the company. He captured the right images that aligned with the content we were providing him along the way."

OFFICE WALL AND VIDEO BACKDROP

"The recent events surrounding COVID-19 have resulted in longer hours in the home office. That, combined with the ever increasing video content which is posted on media outlets such as LinkedIn, provided CLP a unique opportunity for a customized backdrop that represents

the brand throughout. Rather than utilize a standard zoom wallpaper, we asked Devin to provide one using our logo and collaborative pieces. The work is hand painted, which is a more personal touch than just a digital film. As we unveiled it, the backdrop has quickly become more than a conversation piece. It has been an outlet to introduce the new and exciting things that CLP is doing and new queries regarding the company and brand. Devin has provided us an asset that will be well utilized."

P O R T R A I T S

"Devin was engaged to provide some artwork for an advertising campaign that the company ran. The campaign, titled "Bleeding The Company Colors" used company portraits taken and featured different employees and their dedication to clients and demonstration of living out the company values in the workplace. Employees also received a copy of their artist rendering as an appreciation gift.