

Brand Development

The Colorado Springs Chamber & EDC

magneti
CASE STUDIES

EXECUTIVE SUMMARY

The Colorado Springs Chamber & EDC (CSCEDC) has been working with Magneti for several years to continuously develop and enhance their branding elements and strategy. CSCEDC wanted their brand presence to align with their organizational goals to increase business growth and economic development in the area.

We worked with the Chamber & EDC to create a more cohesive visual brand, strengthen their sub-branding strategy and develop effective assets to help accomplish their goals.

ABOUT THE CLIENT

Founded in 1892, CSCEDC is an advocate for business and industry in Colorado Springs. Their goals are to achieve economic prosperity in the region and be the catalyst for business innovation and growth. CSCEDC offers companies a wide array of benefits, assistance, networking opportunities and savings programs to help create invaluable opportunities for business development.



CHALLENGES

CSCEDC had previously used many different visual elements and styles to represent their organization. They needed a more professional, polished and consistent look to convey the support and guidance they provide to their members. CSCEDC was also working with limited resources and had gone through several turnovers in staff and leadership, which meant they lacked some clarity on the desired direction of the brand.

SOLUTION

Magneti's first step was to educate CSCEDC about the importance of consistency with branding. Rather than selecting or creating new brand elements such as colors, fonts and a logo, we revisited the WHY behind the creative choices they were already making. We worked with CDCEDC to discover their story as a brand, which would help to guide their use of cohesive branding elements moving forward. Since then, we have helped implement this more consistent and confident branding strategy every month for the last several years.

RESULTS

After cleaning up and fine-tuning CSCEDC's existing brand elements, Magneti focused on creating consistent structures for usage and implementation. We created a brand book to solidify the cohesive creative elements and gave direction for how to apply them. This included design for sub-branding elements related to specific events, campaigns and initiatives. CSCEDC now has a cohesive brand presence, with a purpose and direction. This can be seen across many of the assets we have created for them over the years.

This is a snapshot of the comprehensive Brand Book developed for CSCEDC by Magneti.



ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our services include research, brand, web and digital. [Contact us](#) to learn how we can put our solutions to work for you.

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