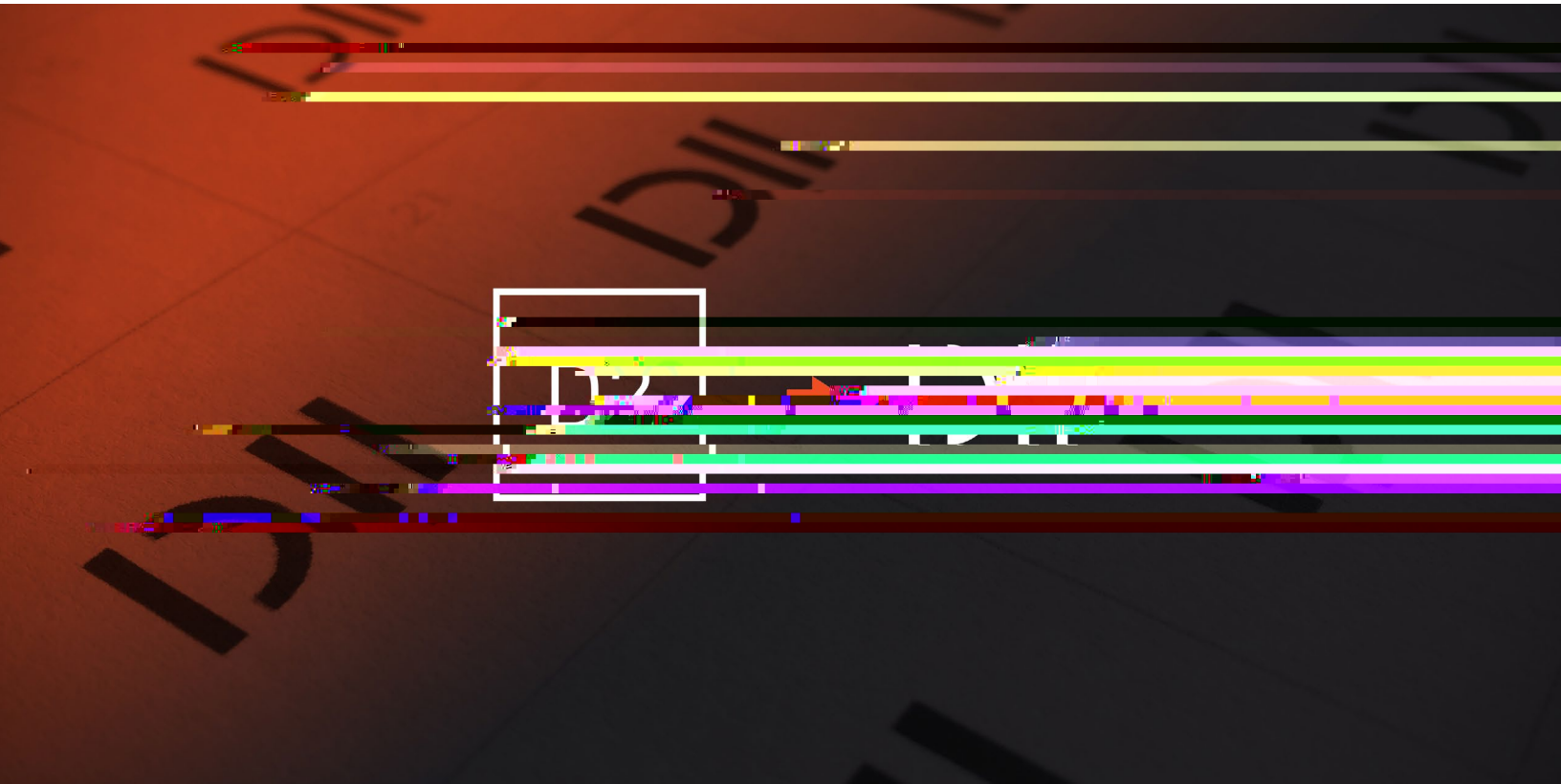


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THE STORY OF OUR OWN REBRAND

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The assets a company implements will vary depending on their industry, message, and target markets. For us this included:

- Injecting our new messaging and look into our website, allowing our new strategy to shine!
- Implementing our brand into our workplace environment to enhance our own internal culture and brand alignment. As we host a lot of visitors, our space has a huge impact and influence on our brand's perception.
- Revamping the way we speak and express ourselves on social media, using these platforms to showcase our values, expertise, and personality.
- Developing a strategy to frequently share our ideas and knowledge on our blog.
- Redesigning our sales collateral to better tell our story and reflect the new brand.
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LOOKING BACK AND AHEAD

A brand is always in constant motion. As we set our focus on a post-pandemic future, many businesses will need to reevaluate their brand. For us, in addition to a shiny new external suit, the rebrand has been a bridge for communication, strengthening our internal culture in a remote world. For other businesses,