

Discover your company's brand identity



Successful branding delivers a fresh and compelling proposition consistently and methodically over time in everything you do. We partner with companies to originate, substantiate and manage their brands so as to maximize the value of the experiences associated with it.

Our process includes company buy-in; internal and external research; development of branding models and platforms; validation of direction with customers, employees and stakeholders; design of all relevant collateral and materials and a 1- to 2-year implementation plan for communicating and supporting brands. A brand development project is as simple or complex as the client dictates, and each project is structured accordingly. We meet with you, have a meaningful discussion about your project, product or company, then work together to determine how we can best serve you.

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Services

Brand Development Services:

- Brand origination, clarification and rejuvenation
- Brand vision and mission development
- Brand positioning platform
- Market definition
- Brandscape

Brand ID Deliverables:

- Graphic icon or mark
- Typeface
- Fully integrated brand identity
- Corporate color palette
- Branding usage and style brief
- Stationery system
- Typestyle and font usage
- Naming strategy
- Brand and trademark protection

Case Study

MARKETLINK spent several months exploring the branding process with a city located in Wyoming. The city worked with MARKETLINK, as a partner of the Blue Canopy Alliance, to best highlight their history, attractions, residents and visitors. MARKETLINK assisted in creating a brand that defines the city and gives the audience distinct characteristics that can easily be connected to this city. MARKETLINK worked with several entities and parties to create a thoroughly defined brand.

Client Quote

"MARKETLINK, as part of the Blue Canopy Team, assisted the City of Green River, Wyoming with developing a new brand for the City as well as for downtown Main Street. □ We were very pleased with the marketing plan and associated action plan tasks that were provided to us to help us carry the implementation forward for the next 10 years."

John Dahlgren - City of Green River, Wyoming