

Urban Design Studio *Identity Package*

Challenge:

Urban Design Studio (UDS), a division of RBF Consulting, wanted to differentiate itself from its more conservative parent company. UDS has a square-shaped logo and wanted to create promotional materials that were also square in shape but didn't fit corporate standard size of 8.5 x 11 for all promotional materials.

Solution:

UDS remained true to the parent company brand by utilizing the corporate color (blue) and including the corporate logo on all pieces.

Other design components included:

- Additional brighter colors were brought in to a free flowing and less structured design.
- A compromise was found by creating a single brochure with dual usage. An 8.5 x 11 piece, where all the main content fell within the center 8.5 inches, allowed the top and bottom to be reduced by 1.5 inches each, thus creating a square 8.5 x 8.5 brochure within a brochure.
- Printed all together, half of the brochures were trimmed down to the square size, while the remainder was used by marketing in the 8.5 x 11 format.
- Eight additional square pieces were designed to fit in a striking square folder and offered flexibility of what could be selected for inclusion.
- Coordinating business cards were designed with a square flap that allowed for a services listing to be included.





Result:

Both Corporate and UDS were extremely satisfied with the compromise solution. UDS loved their new branding and the brochure worked great for Marketing as well. The single design with dual usage *saved the company money*. Clients and prospects responded favorably to the new look and feel. It was a win/win for everyone.

