

# Case Study: BRANDING

1. Outdated Logo
2. New logo
3. Other Explorations

## Not-for-profit Trade Association: Moving healthcare forward with fresh look

### BUSINESS NEED

The Alliance is a strong membership-based organization that has been leading the change in health care for nearly 20 years. A not-for-profit cooperative of employers, its mission is moving healthcare forward by controlling costs, improving quality and engaging individuals in their health. The previous logo was outdated and didn't convey the new direction The Alliance was going. The organization discussed the need for a visually pleasing yet more contemporary logo that would be used on all marketing collateral — from print collateral to website and on-line communications. The launch for this new logo needed to coordinate in timing with a new messaging platform and a fresh communications campaign.

### THE SOLUTION

Research with the members took place to ensure that all stakeholders had a voice into the logo redesign, and stakeholders outside the organization were polled as well. The data collected gave us the foundation for the new messaging, and information was collected as to the current perception of The Alliance, as well for the future needs of a branding and messaging campaign. Through this analysis it was also discovered that possible a name change was in order, resulting in additional research.

### RESULT

The Alliance's new brand identity now reflects the proper visual representation of the progressive and forward-thinking philosophy and fresh approach of their members. Because the analysis was conducted prior to logo creation, and as input from key stakeholders was obtained, there was wide acceptance of the new logo from its members and an understanding of how the new logo should be used. The new brand identity components will serve to give their cooperative a more unified identity so that they can continue to grow toward an even more vibrant future.



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# Case Study 2: BRANDING

1. Outdated Logo
2. New logo
3. Other Applications

## Coffee Manufacturer: A fresh taste is served up

### BUSINESS NEED

Victor Allen's Coffee is a Wisconsin-based manufacturer of premium coffee offering to both the wholesale and retail market. When this premium coffee company decided to move beyond its regional market to a national playing field, it asked JAM to create a fresh new identity to help position it in an increasingly crowded marketplace. The company needed an updated identity to better reflect its high-end offerings.

### THE SOLUTION

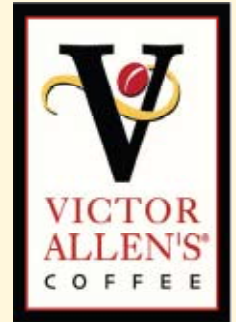
An analysis was performed within the coffee market to determine how best to position themselves against the competition. We worked closely with the management to develop a mark that would strongly identify itself within the industry. This brand was then implemented across multiple applications (in-store POP, menu boards, truck graphics, signage, website, collateral).

### RESULT

Victor Allen's has successfully rolled out the new brand on all marketing and advertising materials. They have implemented the new logo and trade dress, on everything from corporate collateral materials, to packaging (bags, boxes, stickers, etc), to full truck wraps and store displays. The new brand identity positions Victor Allen's to continually grow its core base while maintaining customer loyalty. Since the brand has rolled out the company has increased their roasting to 10 million pounds annually – quadrupling in size.



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