



campaign includes:

- identity refresh
- color palette
- image library
- style guide

- capabilities brochure
- business cards, letterhead
- website refresh

COPYRIGHT 2010 , WINTER AND CONSTRUCTION DESIGN, LLC WWW.WINTERANDCONSTRUCTION.COM 773.368.6112

CASE STUDY: BELLA TERRA PARTNERS

Sometimes a good foundation is just the right beginning.

In this case it was especially true. Bella Terra Partners already had an established brand and a great story. However, the founding partner wanted a more cohesive brand that would tie all the marketing pieces together to better tell their story.

It started with a conversation. About what was working. And what wasn't. The image of the Inukshuk, which represented guidance and direction as well as unity and purpose was used in the current logo represented as an illustration. The client loved the Inukshuk, but was open to different directions as part of refreshing their identity.

Where did it go?

It went to research. And understanding exactly what the Inukshuk meant. We learned that when someone is on a path and wants to leave a marker that they were there, or as guidance, they leave a stone turned up. That was the inspiration for creating the BT mark reversed out in brown. It represents a marker that they were there. It also became the front of the business card and the primary shape of marketing materials such as the brochure.

How far did this go?

Introducing photography was just the beginning of creating a cohesive image library. Before, images that were used were focused on Chicago with cityscapes in different styles. To continue the story we created an image library that focused on images that reflected strength, nature, and building without city scenes so as to not limit the potential for new clients in different cities and suburbs.

