

Branding Case Studies

An Exhaustive List



Branding is the soul of a business!

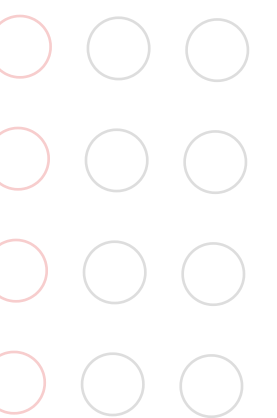
Accounts management, marketing, resources management, financial stability, all these contribute to the evolution of any business. However, without branding, all these will just remain as concepts. So, as you embark on your vision of starting a business, 'branding' comes first.

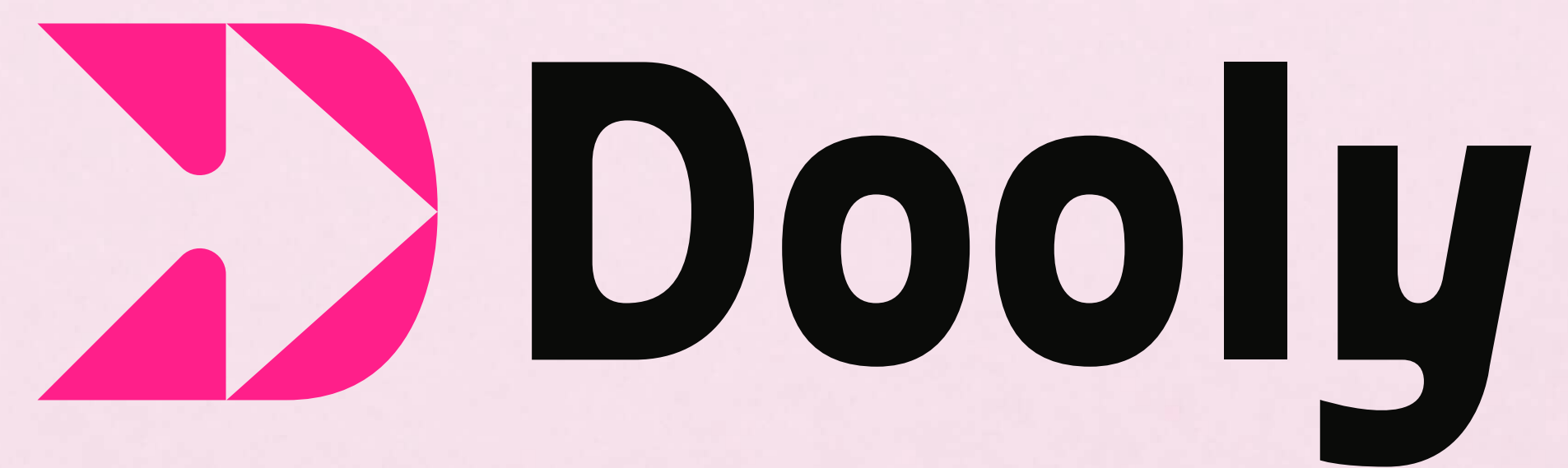


Starting from giving business a name, followed by a logo, a message to convey, values to deliver, to setting vision & mission, everything comes into play. Without brand awareness, customers will never know that a business ever existed.

Conveying brand values will create awareness among potential customers and help to acquire brand positioning. Ultimately, these will pull in sales into the pipeline!

Many businesses are putting a lot of effort and creativity to show off their brand's look-and-feel on their packaging, notebooks, vehicles, t-shirts, and so on. We've curated such branding case studies in this post, you'll find these as useful insights in your branding journey.



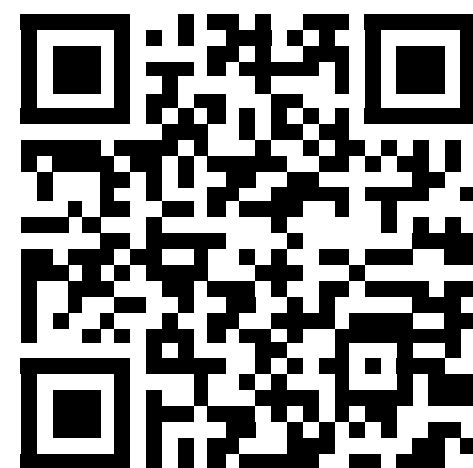


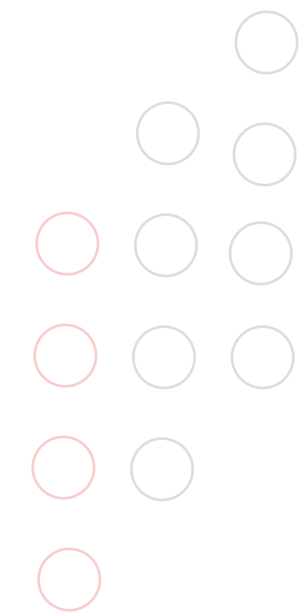
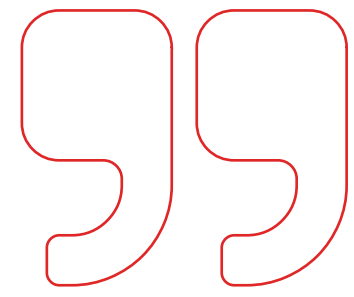


Name of the Brand: **Dooly**

Website: **dooly.ai**

Case Study: focuslab.agency/work/dooly





We want to create a movement, stand for something, and be different. We are flipping enterprise software on its head. We want to be bold in our approach and build a rebellion.

- Dooly Team



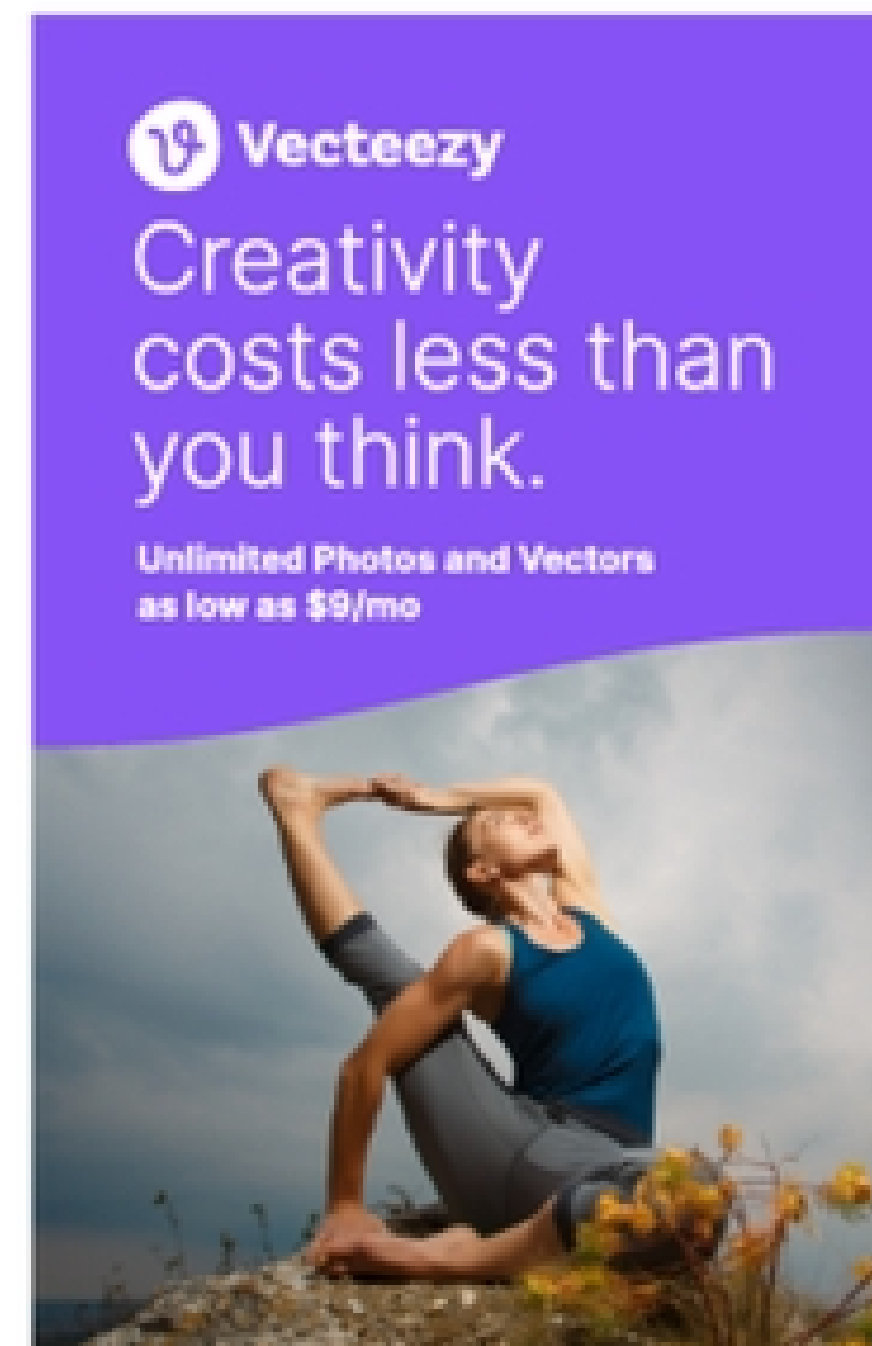
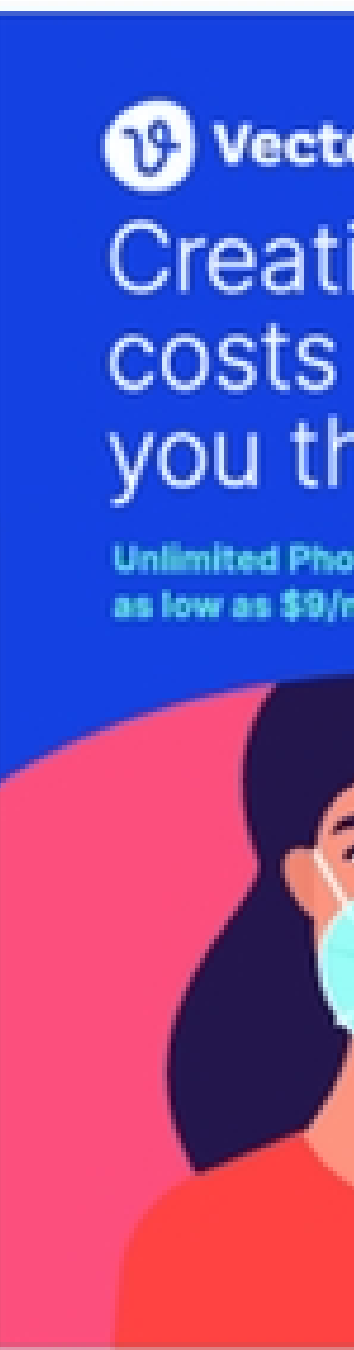
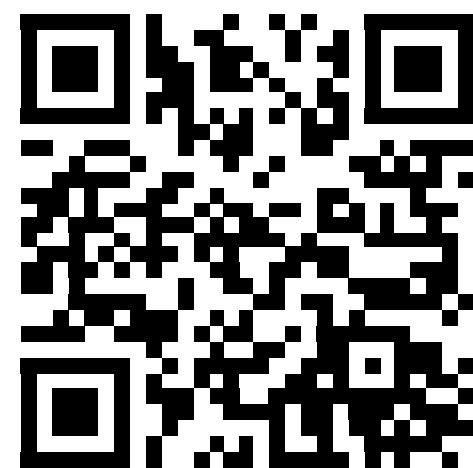


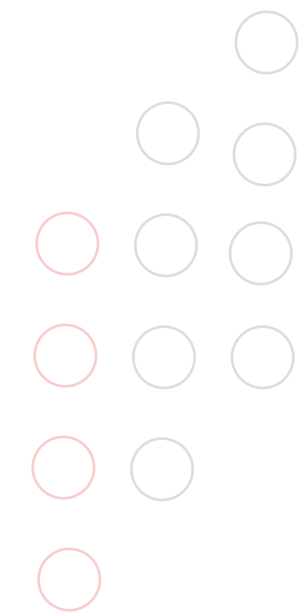
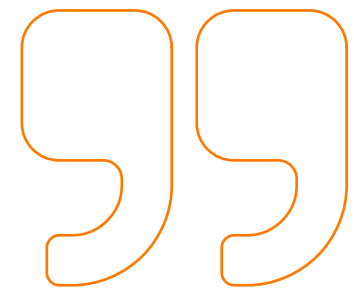


Name of the Brand: **Vecteezy**

Website: **vecteezy.com**

Case Study: **focuslab.agency/work/vecteezy**





This latest evolution of our brand better reflects who we are and what we do. We're excited for this new look and everything it represents!

- Shawn Rubel,
CEO, Eezy





ShipBob

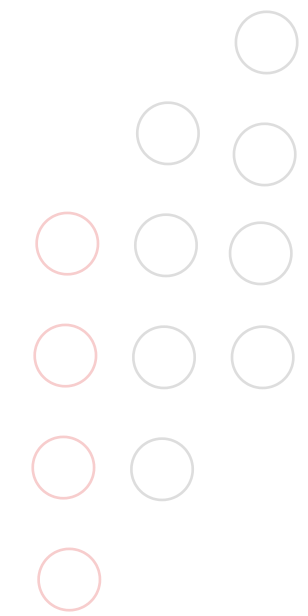
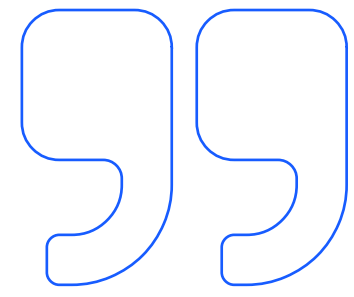


Name of the Brand: [ShipBob](#)

Website: shipbob.com

Case Study: bb.agency/project/shipbob





The positive feedback from our customers and prospective customers on the website was instantaneous. It was great for our team internally and the BB Agency to receive such glowing reviews, but it was the data on conversion rates that I focused on. We actually saw a 27% lift in conversion rates blended across all traffic sources

- Casey Armstrong,
CMO at ShipBob



A top-down view of a white desk with various stationery items. In the top right, there is a roll of green tape. In the bottom right, several green and white clothespins are scattered. A green pen and a white pen are on the left side. A green pencil is at the bottom center. The text 'InvoiceNxt' is centered in the middle of the image.

InvoiceNxt

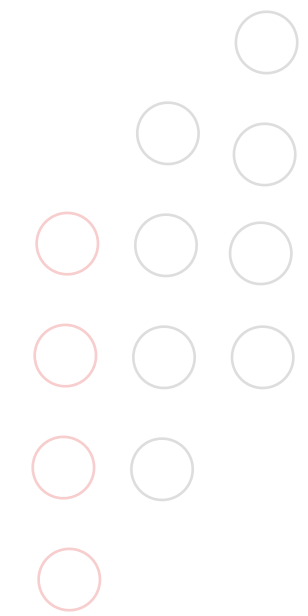
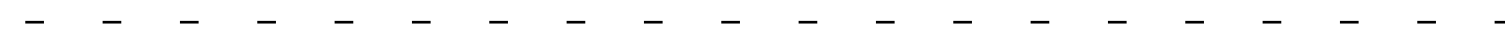
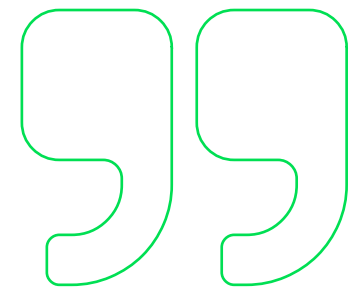
IN InvoiceNxt

Name of the Brand: InvoiceNxt

Website: verticys.com

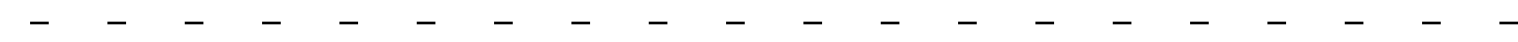
Case Study: fintechbranding.studio/invoicenxt-fintech-company-branding

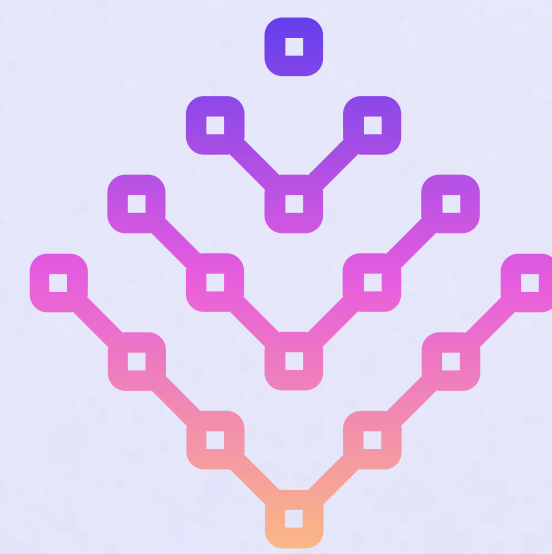




InvoiceNxt logo features a smart dual-meaning design concept. The icon shows a monogram of I & N letters and a checkmark (✓). The Checkmark symbol visually communicates successfully fulfilled early payment requests, improved SME's cash flow, and implementation of ESG-concepts across the supply chain

- Branding Team





Vertobase

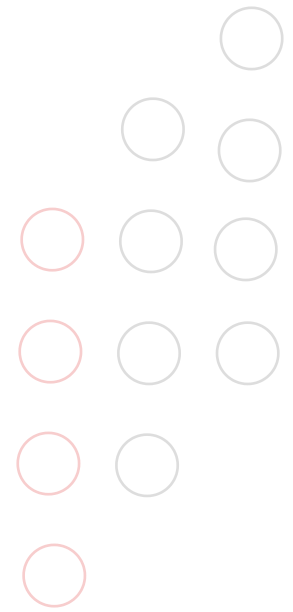
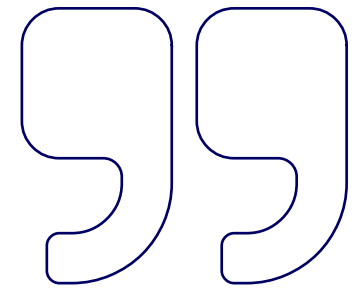


Name of the Brand: Vertobase

Website: vertobase.com

Case Study: fintechbranding.studio/vertobase-branding-case





*To make a brand stand out from the competition,
the goal was to create signature identity that
perfectly represents Vertobase brand ideals:
QUICK, INTELLIGENT, MODERN.*

- Branding Team





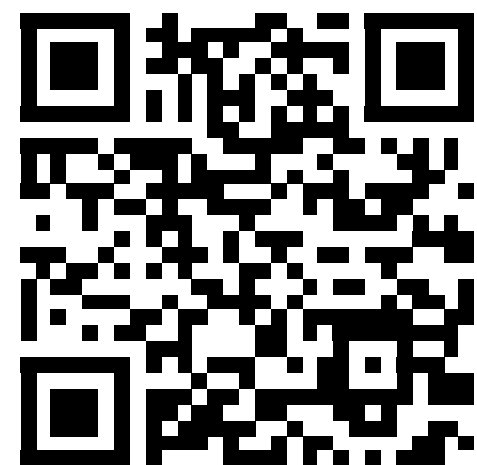
avasam



Name of the Brand: **Avasam**

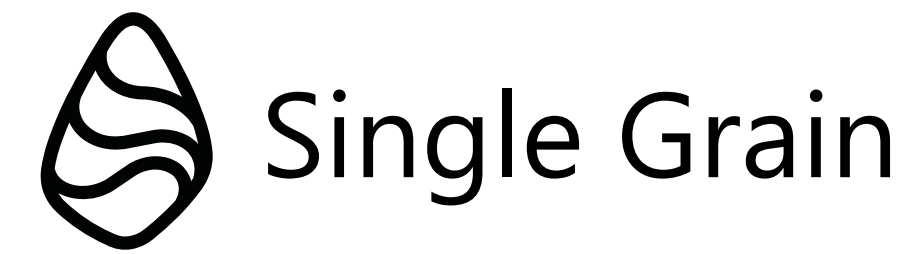
Website: **avasam.com**

Case Study: **smartby.design/avasam-branding-project/**





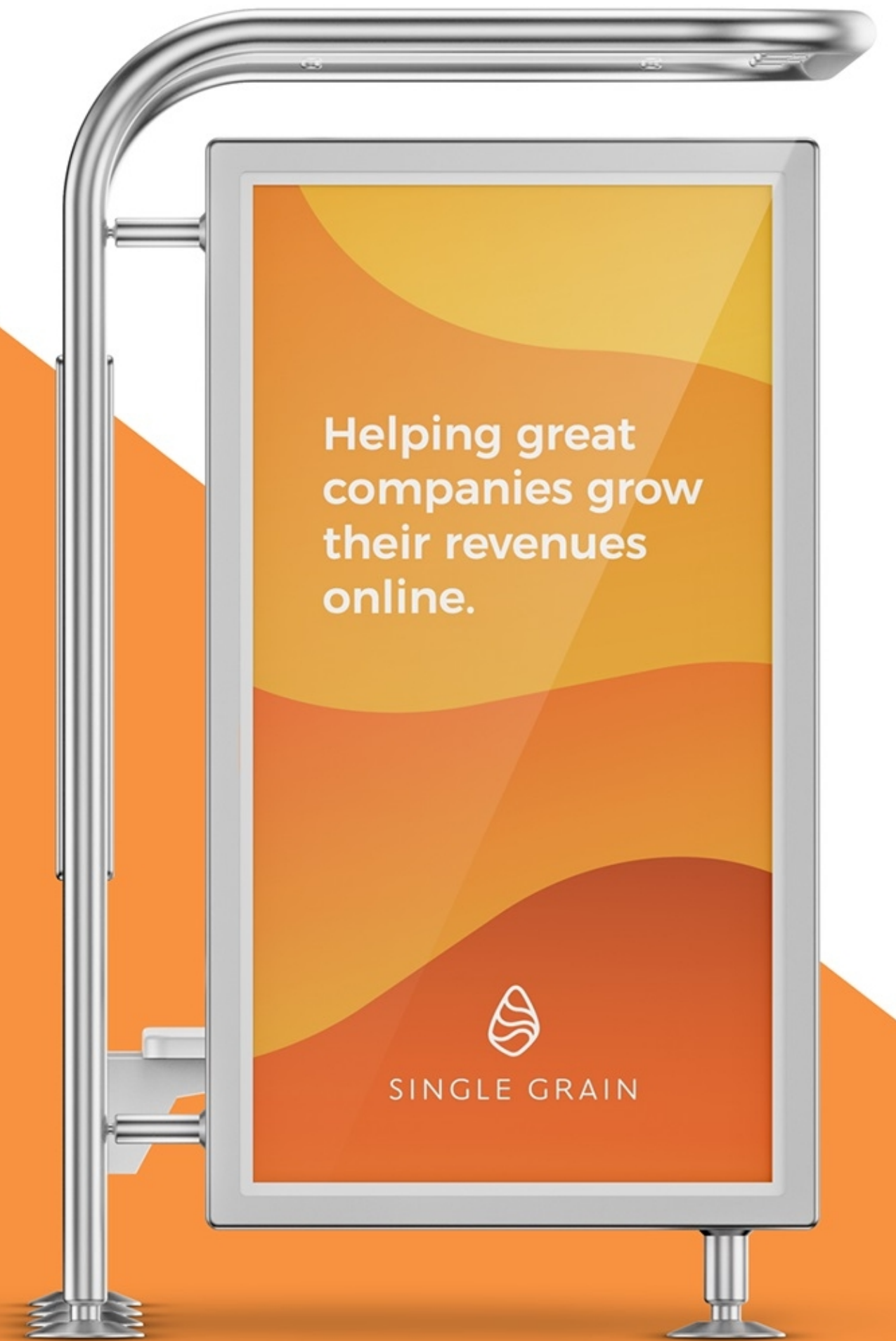
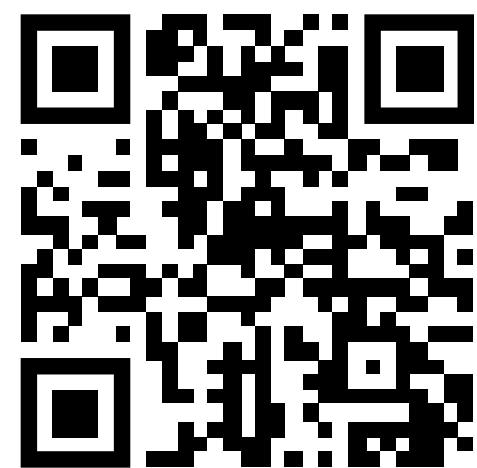
Single Grain



Name of the Brand: **Single Grain**

Website: **singlegrain.com**

Case Study: **smartby.design/singlegrain/**



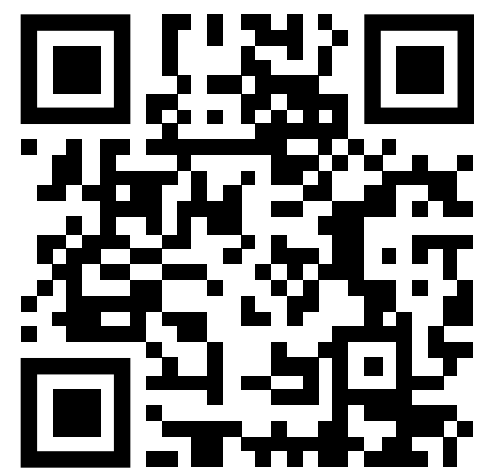
LaunchDarkly ➔

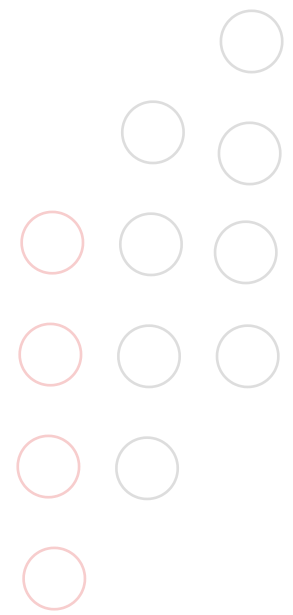
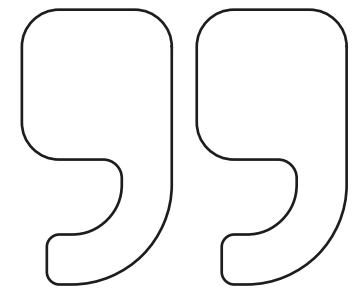
LaunchDarkly ➔

Name of the Brand: LaunchDarkly

Website: launchdarkly.com

Case Study: focuslab.agency/work/launchdarkly

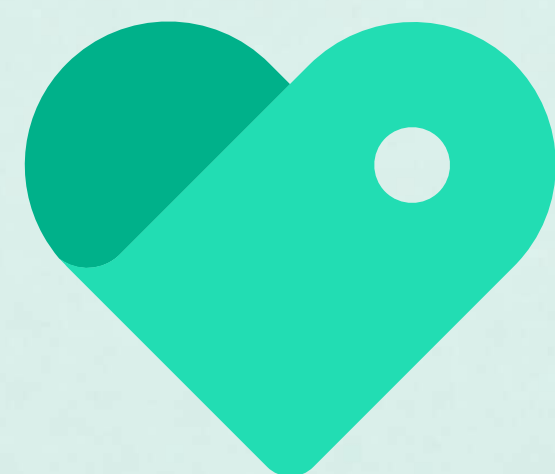




*Through UI design, we brought the brand to life
and worked to position LaunchDarkly as setting
the bar for the future of modern development,
including employing stylized visuals and expert
visual hierarchy*

- Branding Team





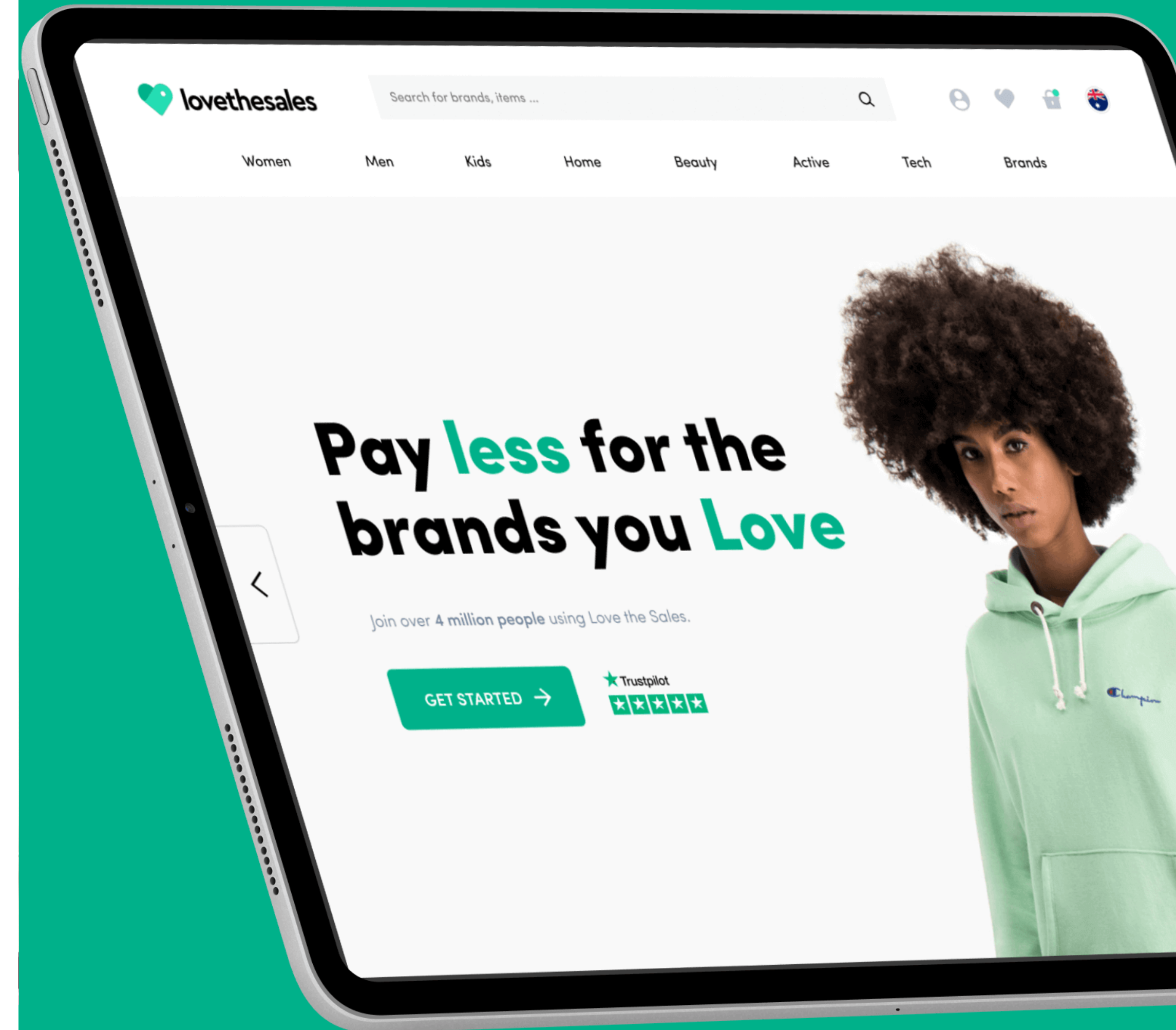
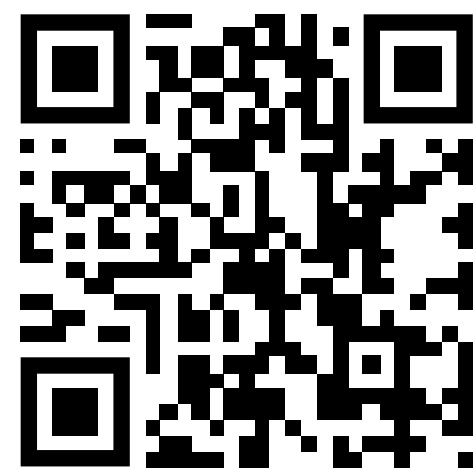
lovethesales

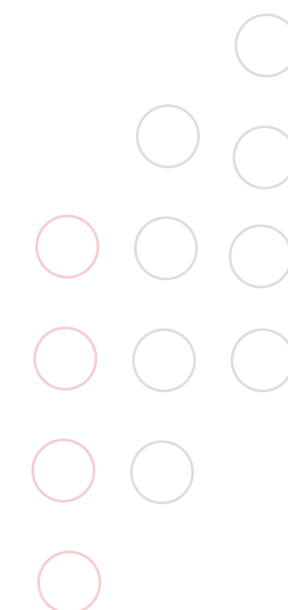
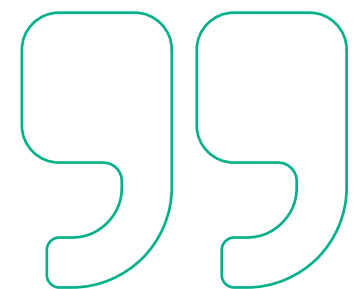


Name of the Brand: [LovetheSales](#)

Website: lovethesales.com

Case Study: orizon.co/lovethesales





The Orizon team is excellent. They put in an incredible amount of effort on our project and delivered something we're really happy with. Would highly recommend

- Mark Solomon,
Founder & CPO at Love the Sales



A top-down view of a white surface with various stationery items. In the top right, there is a roll of yellow tape. In the bottom right, several wooden clothespins are scattered, some yellow and some white. A yellow pencil is visible at the bottom center. On the left side, there are two pens: a yellow one with a black tip and a white one with a black tip. The word "Salesloft." is written in a dark blue, serif font in the center of the image, with a yellow dot for the period.

Salesloft.

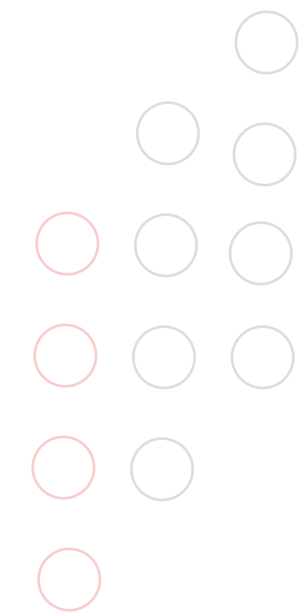
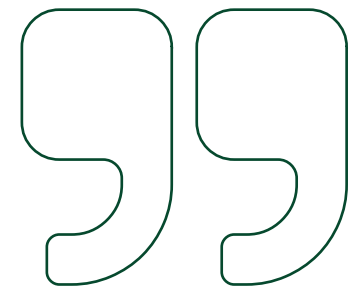
Salesloft.

Name of the Brand: Salesloft

Website: salesloft.com

Case Study: focuslab.agency/work/salesloft





Undoubtedly, we were ONE TEAM on this incredible journey and it turned out better than my wildest dream!

- Sydney Sloan,
CMO, Salesloft



The background is a light mint green surface with various stationery items scattered around. In the top right, there is a roll of green tape. In the bottom right, there are several green and white clothespins. In the bottom center, there is a green pencil. On the left side, there are two pens: a green one with 'uni' written on it and a white one. The text 'Short.io' is centered in the middle of the image.

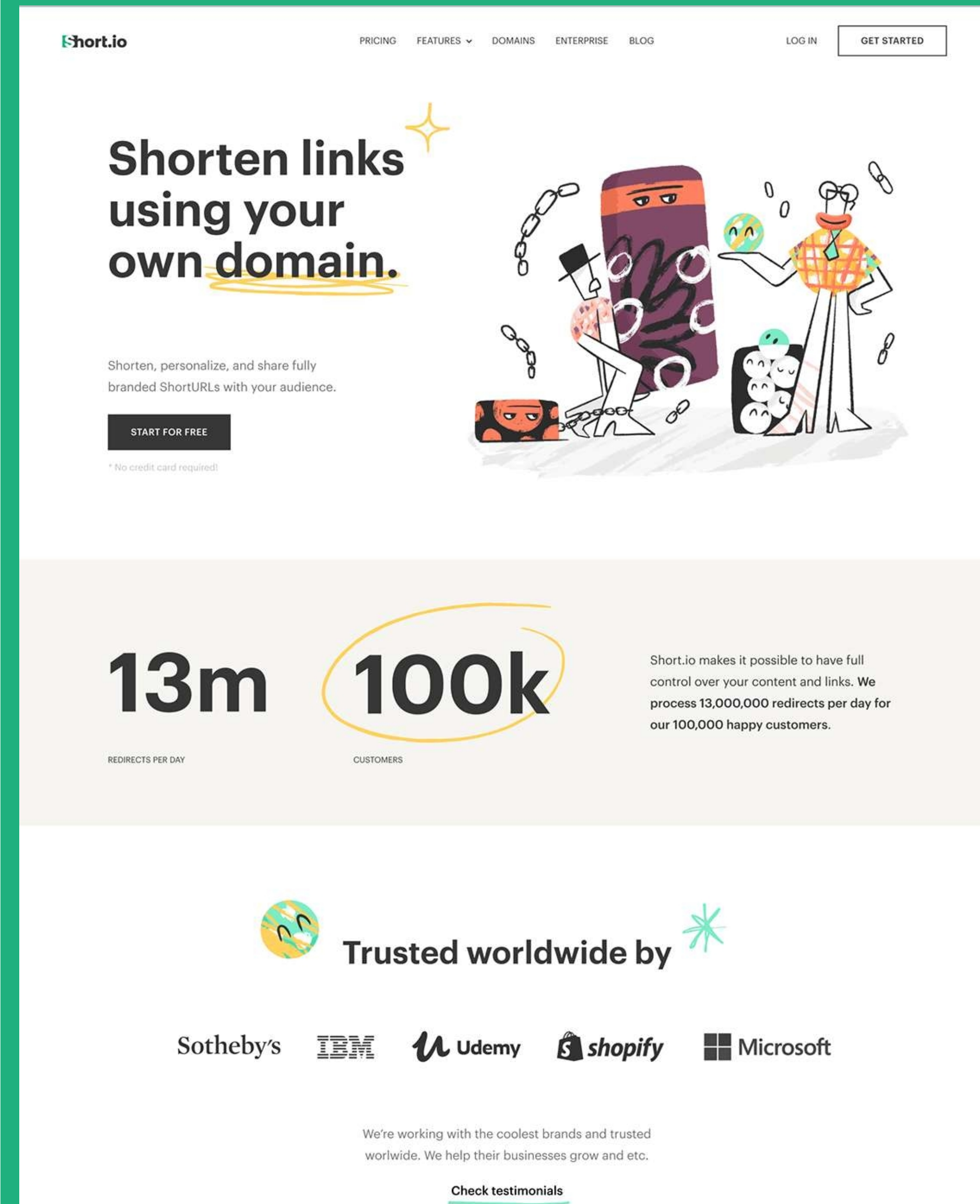
Short.io



Name of the Brand: [Short.io](https://short.io)

Website: short.io

Case Study: behance.net/gallery/118953857/Shortio-Web-Site





PATRIOT

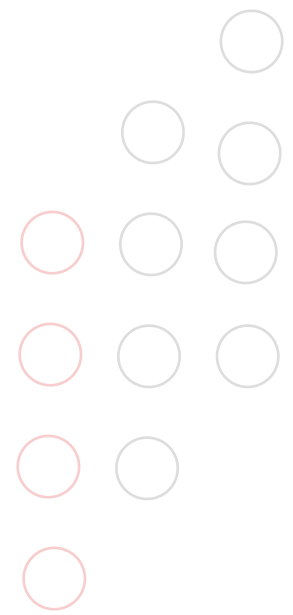
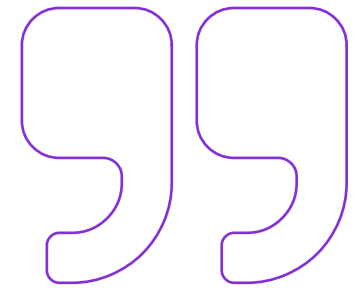
PATRIOT

Name of the Brand: Patriot Software

Website: patriotsoftware.com

Case Study: focuslab.agency/work/patriot-software





We are growing! The new brand has been amazing, truly. A fresh perspective/look has really helped in all the ways internally and externally

- Michael Wheeler,
President, Patriot Software



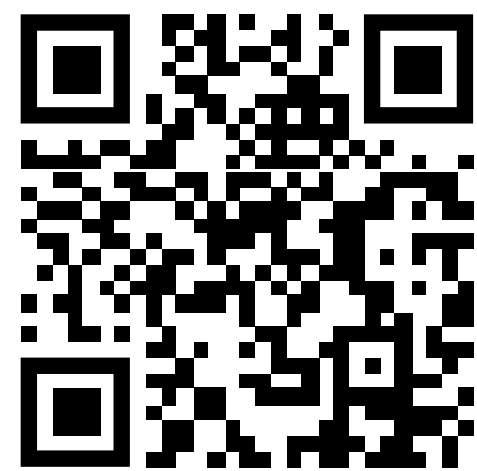


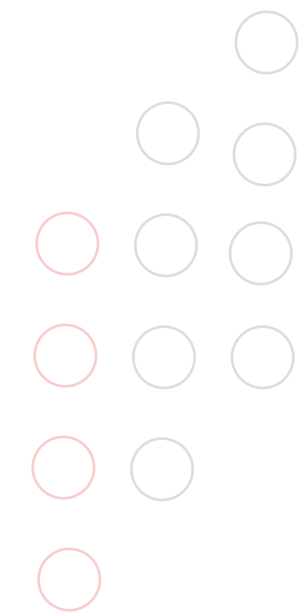
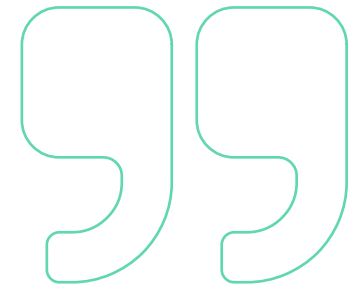


Name of the Brand: [Kion](#)

Website: kion.io

Case Study: focuslab.agency/work/kion





Focus Lab has been such a valuable partner in this rebranding project. They helped us develop the right messaging, design, and assets to craft our new identity. We couldn't be happier with the Focus team and their work for us

- Brian Price,
CEO and co-founder, Kion





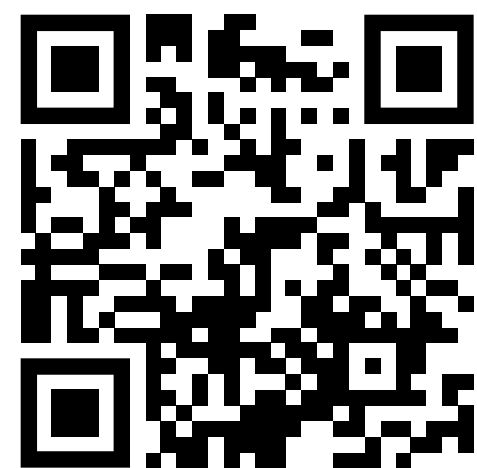
Reify_{HEALTH}

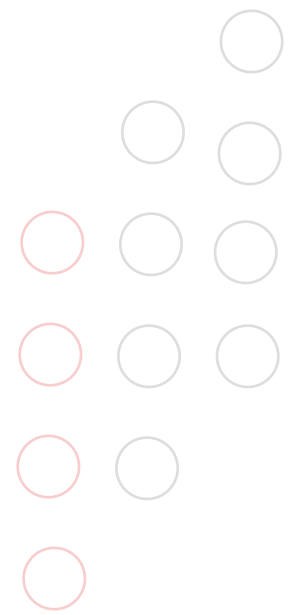
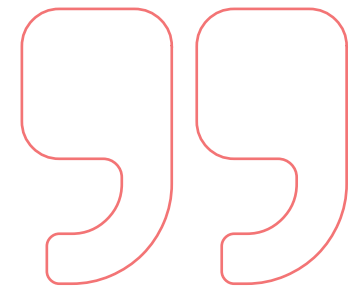


Name of the Brand: **Reify Health**

Website: **reifyhealth.com**

Case Study: **focuslab.agency/work/reify-health**





Focus Lab's capacity to translate the complexities of our mission, identity, and value prop into a beautiful, clean, and meaningful identity was simply outstanding

- Kent Sirpi,
VP of Marketing, Reify Health



Rows

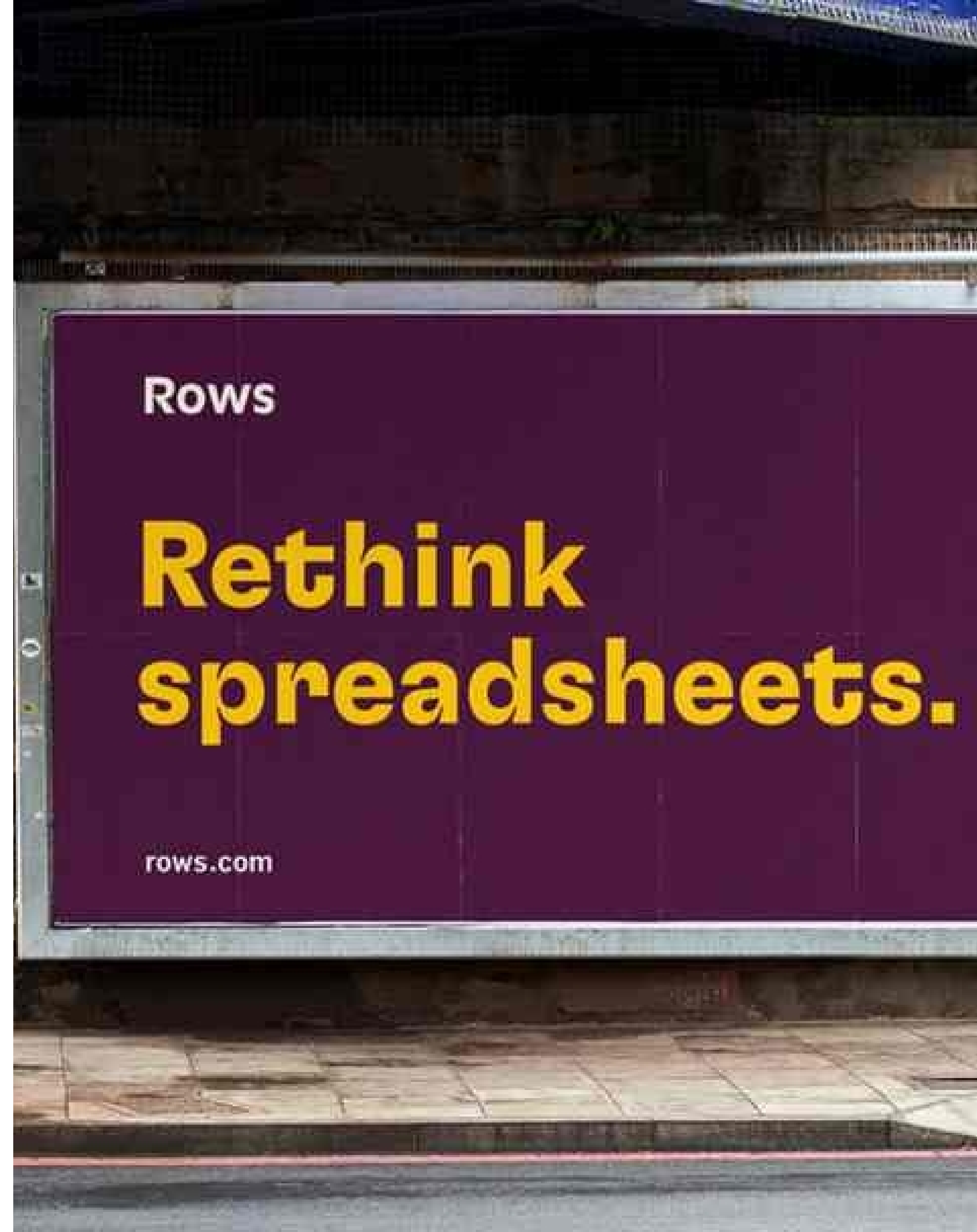


ROWS

Name of the Brand: Rows

Website: rows.com

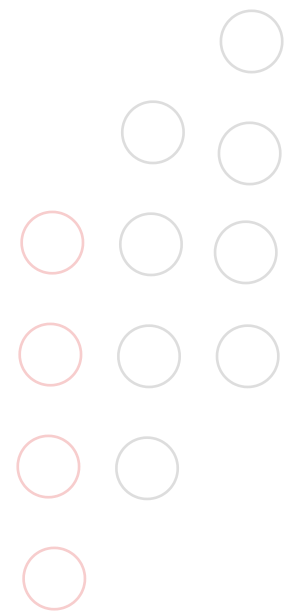
Case Study: focuslab.agency/work/rows



”

I've gotten 30 to 50 personal emails from people saying how cool the new brand is and how awesome it is that we had the guts to rebrand

- Humberto Ayres Pereira,
Founder & CEO, Rows





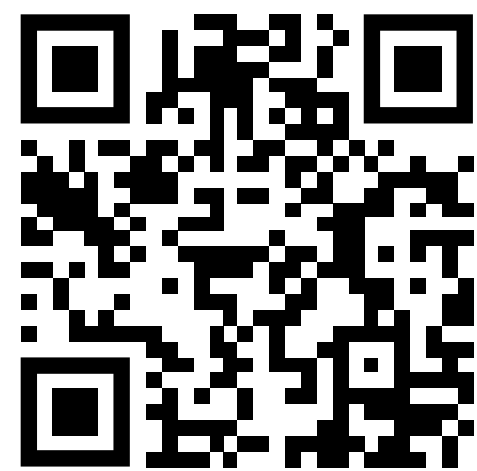
ASAPP



Name of the Brand: Asapp

Website: asapp.com

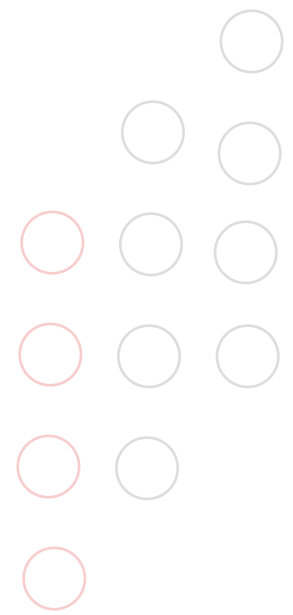
Case Study: focuslab.agency/work/asapp




”

*A note to say thank you as we close [on a]
partnership that resulted in something as
innovative as it is befitting*

- Brad Stell,
Head of Design, Asapp



A top-down view of various craft supplies scattered on a light pink surface. In the top right, there is a roll of red tape and a pair of scissors. On the left, a red Sharpie marker and a white pen are visible. In the bottom right, there are several red and white clothespins, a red pencil, and a white pencil. The text "Real Thread" is centered in a black, cursive font.

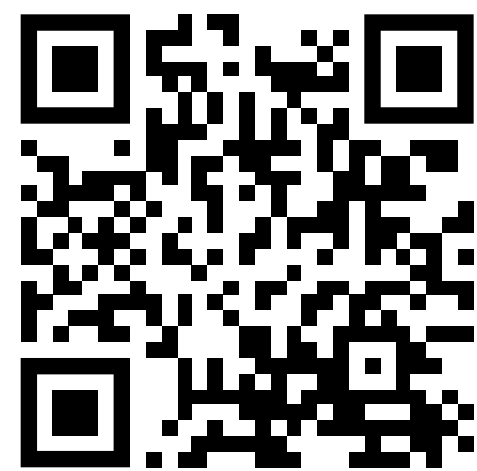
Real Thread

Real Thread

Name of the Brand: Real Thread

Website: realthread.com

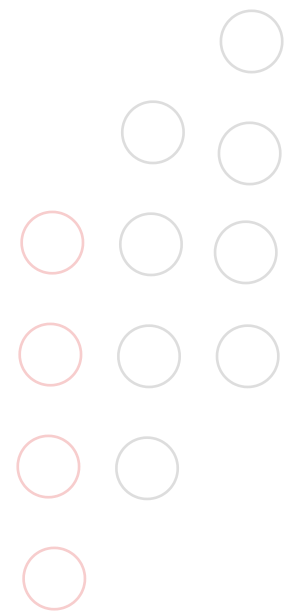
Case Study: focuslab.agency/work/real-thread



”

The focus that you guys have on just brands is really awesome and helps the process and the experience on this side.

- Dru Dalton,
CEO, Real Thread



The background is a light cream-colored surface with various stationery items scattered around. In the top right, there is a roll of orange tape. In the top center, the tip of a pair of scissors is visible. On the left side, there is a brown Uni-ball pen and a white pen. In the bottom right, there are several wooden clothespins, some orange and some white, and a sharpened pencil. The word 'ZELLO' is centered in a bold, orange, sans-serif font.

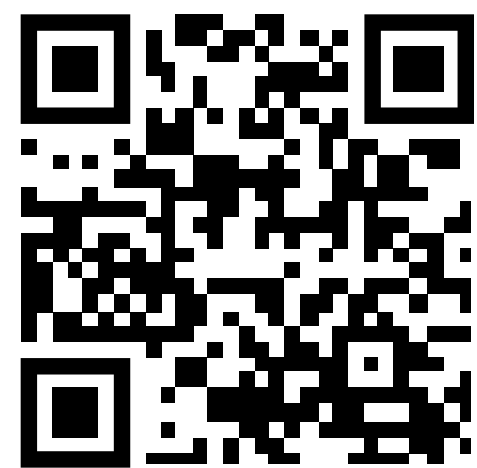
ZELLO

ZELLO

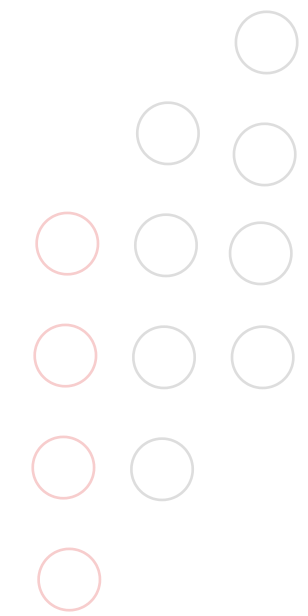
Name of the Brand: Zello

Website: zello.com

Case Study: focuslab.agency/work/zello



”



*We are delighted with the result. The brand story
and the visual identity phase have been
remarkably effective*

- Bill Moore,
CEO, Zello





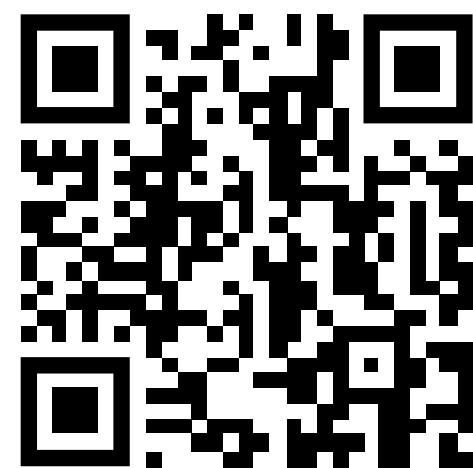
15five

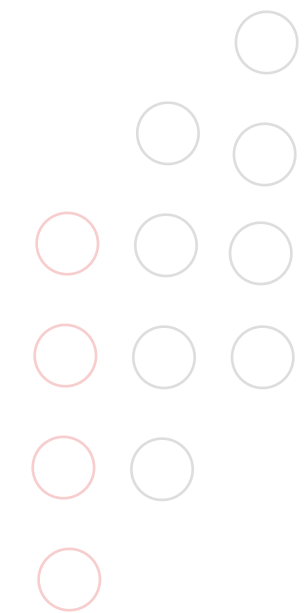
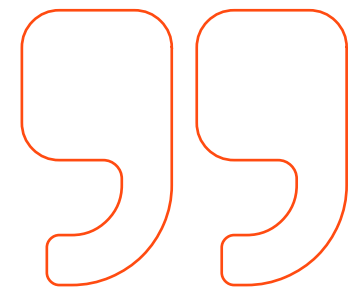


Name of the Brand: 15Five

Website: 15five.com

Case Study: focuslab.agency/work/15five





*We couldn't have done it without you, Focus Lab.
You have been such an incredible partner over the
past 12 months. Thank you to all of the amazing
team who worked with us!*

*- Holly Kennedy,
VP of Design, 15Five*





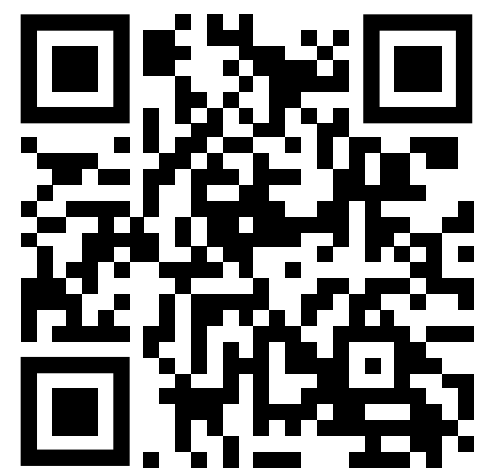
TRU COLORS

TRU COLORS

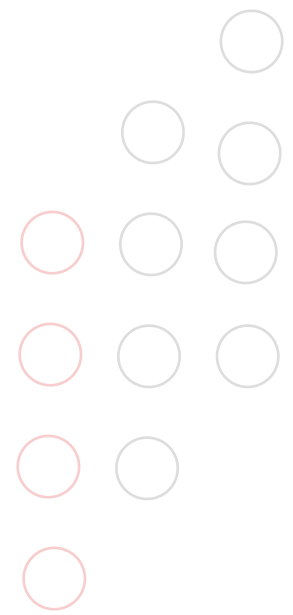
Name of the Brand: Tru Colors

Website: truecolors.co

Case Study: focuslab.agency/work/tru-colors



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We fight against the odds every day to change perceptions — of ourselves and with others — and create unity to build a more prosperous and peaceful life for our families and our community

- True Colors





Keymaster

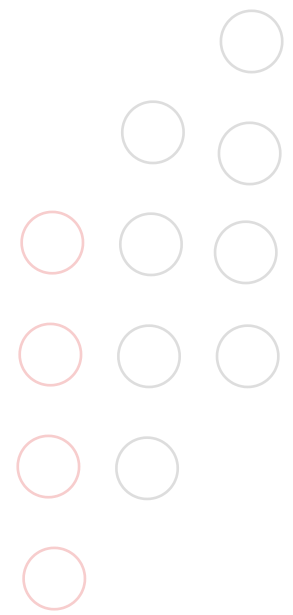
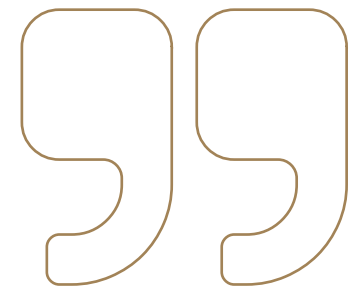


Name of the Brand: Keymaster Games

Website: keymastergames.com

Case Study: focuslab.agency/work/keymaster





The brand positioning work executed during this project was the deciding factor in a six-figure deal from Target, putting our latest game on their shelves.

- Kyle Key,
Founder, Keymaster Games





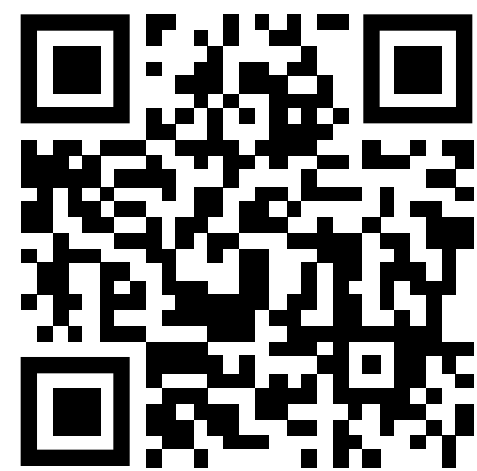
Aptible



Name of the Brand: **Aptible**

Website: **aptible.com**

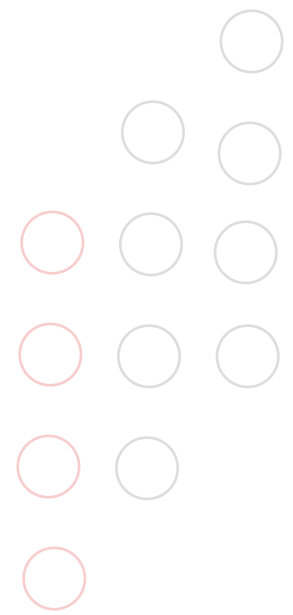
Case Study: **focuslab.agency/work/aptible**



”

I can't tell you how frequently it comes up from recruiting prospects, sales calls, to applicants for open positions. We stand out

- Skylar Anderson,
VP of Design, Aptible





sendlane



Name of the Brand: **Sendlane**

Website: **sendlane.com**

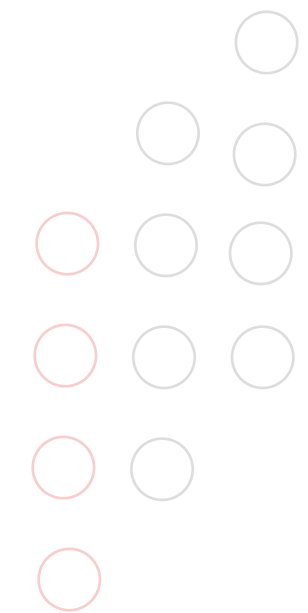
Case Study: **bb.agency/project/sendlane**

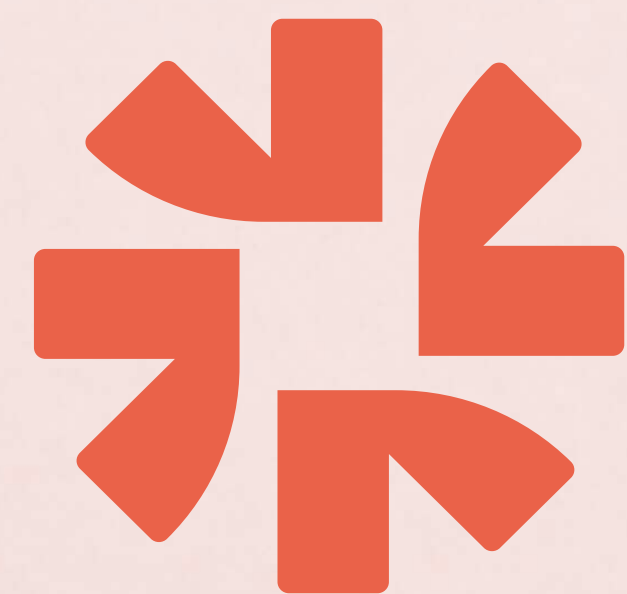


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They're very experienced and know what they're doing as designers. If you listen to them, they will help elevate your brand and achieve your goals

- CEO, Sendlane





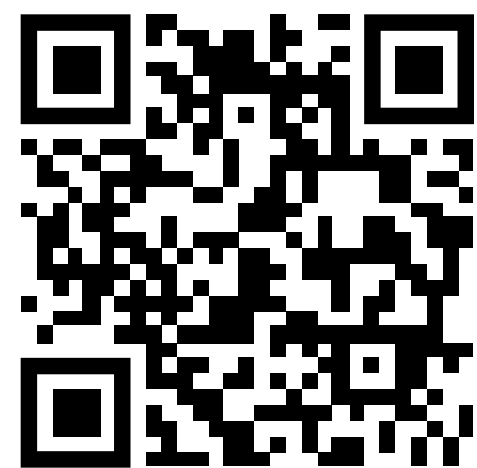
haystack



Name of the Brand: Haystack

Website: haystackteam.com

Case Study: bb.agency/project/haystack



Transform the way
your company
communicates

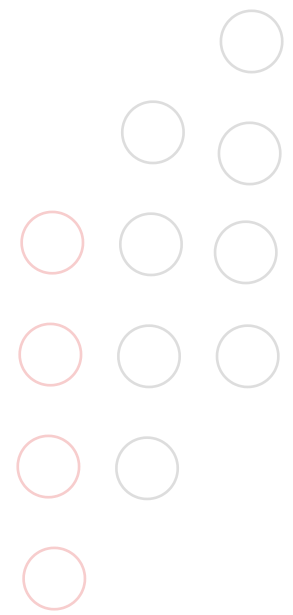
haystackteams.com



”

*Through collaboration, they delivered a project
we are proud to call ours*

- Product Designer, Haystack



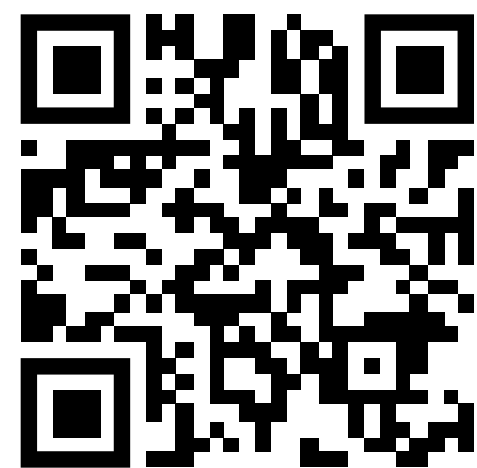


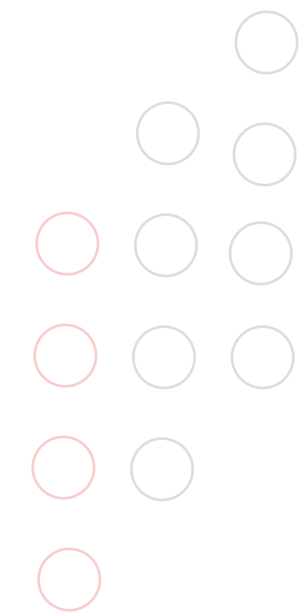
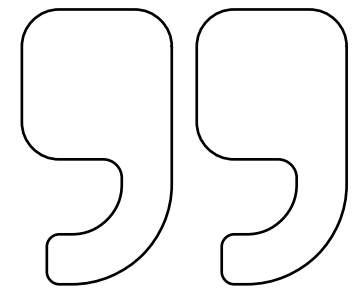


Name of the Brand: **IMMO Capital**

Website: **immo.capital**

Case Study: bb.agency/project/immo-capital






In collaboration with the IMMO team we created a new content strategy that was based on competitor research and user data. With these guidelines in place we were able to focus on the website architecture and customer experience.

- IMMO Branding Team



A black and white photograph of various stationery items scattered on a white surface. In the top right, there is a roll of dark tape. In the bottom right, several wooden clothespins are clustered together. A pencil is visible in the bottom center. On the left side, there are two pens: a black one with 'uni' written on it and a white one. The word 'DECODE' is centered in a large, bold, sans-serif font, with a registered trademark symbol (®) to its upper right. The letters of 'DECODE' are stylized with horizontal bars of different shades of gray and black.

DECODE®

DECODE[®]

Name of the Brand: Decode

Website: decode.agency

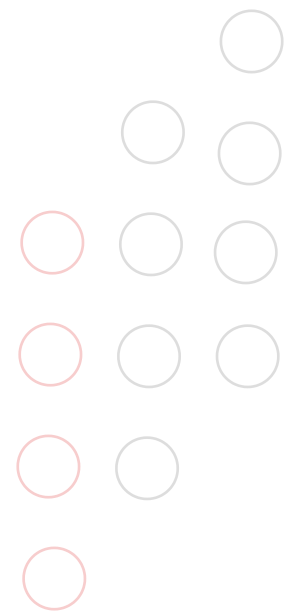
Case Study: bb.agency/project/immo-capital



”

They built perfect design & web guidelines for our in-house team to follow, exactly what we needed to maintain a consistent brand on multiple channels

- Marko Strizic,
Co-founder and CEO at Decode





ICONOSQUARE

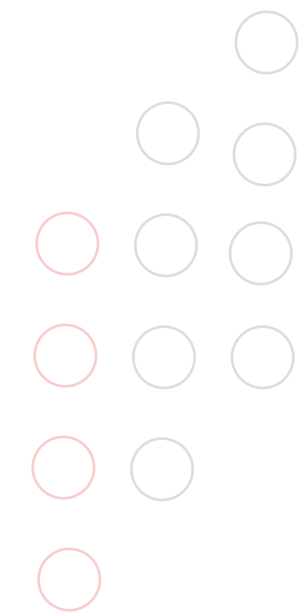
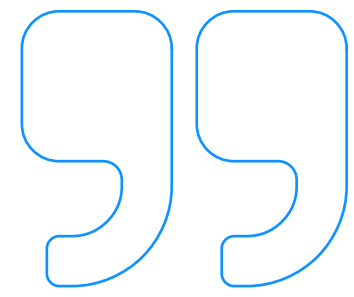


Name of the Brand: [Iconosquare](#)

Website: pro.iconosquare.com

Case Study: bb.agency/project/iconosquare-web





The updated website is big step forward – combining attractive design with a seamless, immersive experience. Tweaks to the feature categories and the onboarding experience have all contributed to making the sign-up experience easier, more enjoyable and more likely to convert

- Iconsquare Branding Team





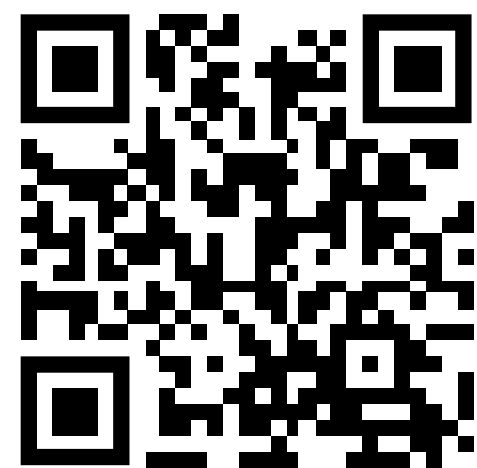
Polco

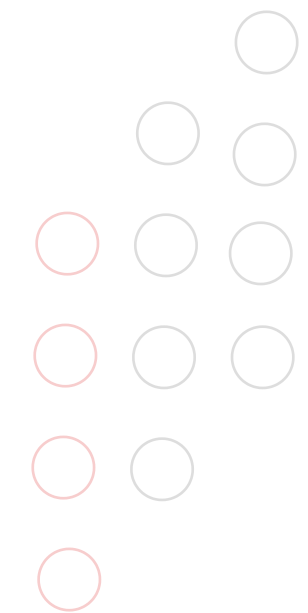
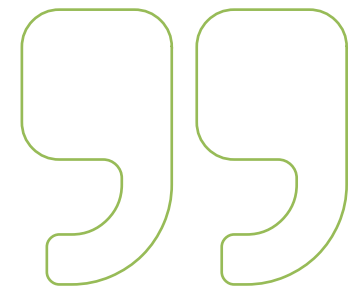


Name of the Brand: Polco

Website: info.polco.us

Case Study: focuslab.agency/work/polco-nrc





*We explored a brand refresh for the joint company
before pivoting to a more dramatic rebrand to
capitalize on the exciting momentum of their
newly combined strengths*

- Polco Branding Team



A top-down view of a white surface with various stationery items scattered around. In the top right, there is a roll of blue tape. In the bottom right, there are several blue and white clothespins. In the bottom center, there is a yellow pencil. In the bottom left, there is a white pen. In the top left, there is a blue pen. The text '))) Frame.io' is centered on the page.

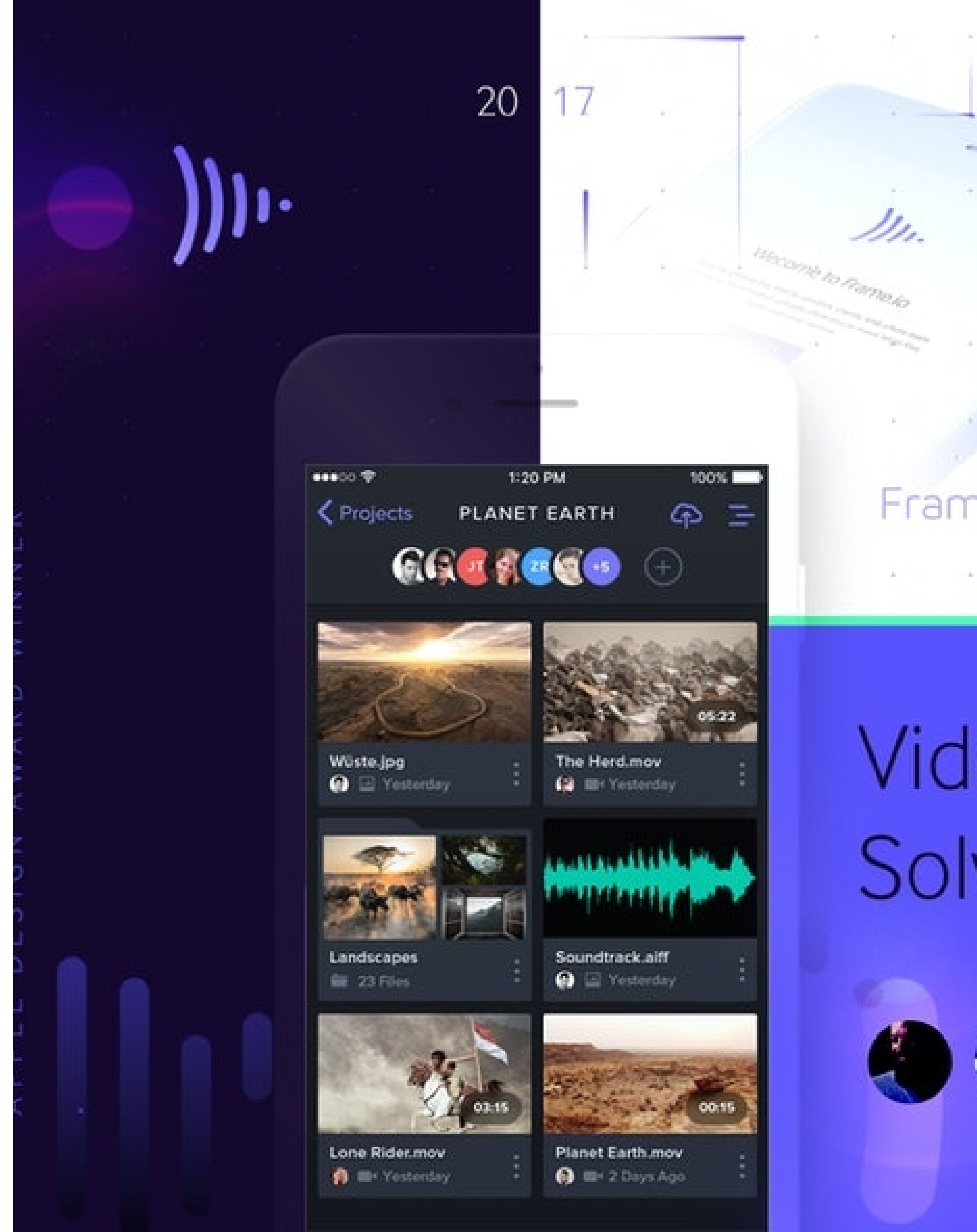
))) Frame.io

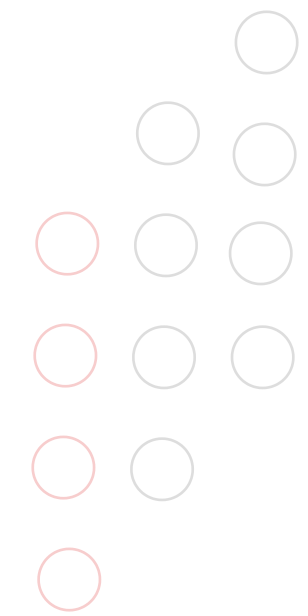
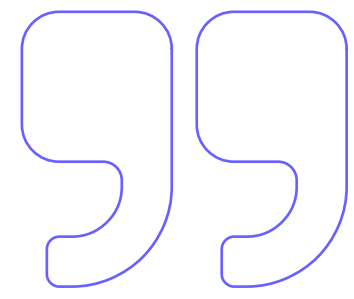


Name of the Brand: [Frame io](#)

Website: [frame.io](#)

Case Study: [focuslab.agency/work/frame-io](#)

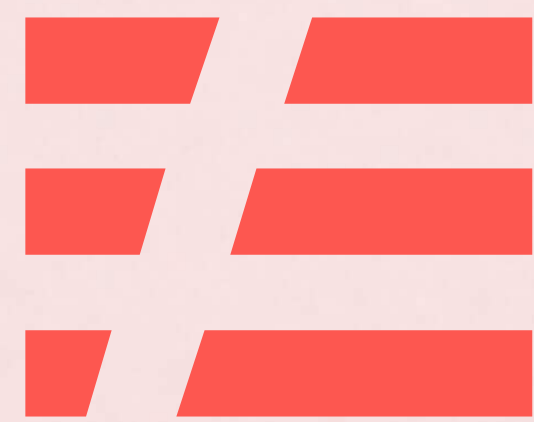




I love our new branding. Now that it's out in the wild and we've started replacing it everywhere, it just feels like the brand we've always wanted to represent ourselves to the world

- Emery Wells
CEO, Frame.io





serverLess

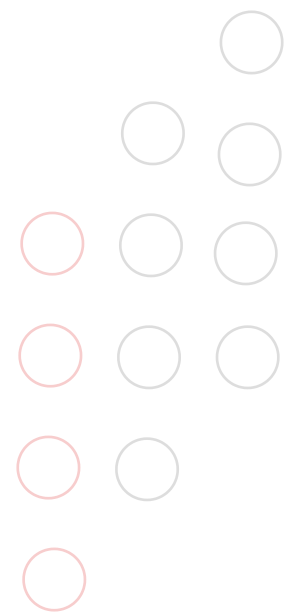
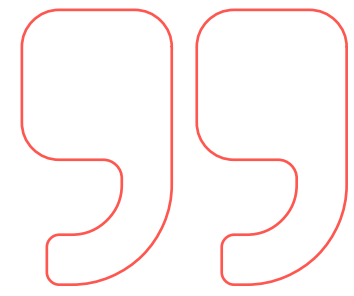


Name of the Brand: **Serverless**

Website: **serverless.com**

Case Study: **focuslab.agency/work/serverless**





By designing simple, powerful content dressed in the brand's rabble-rousing uniform, we created a cogent and inciting user experience. Front-end development added dynamic shifts that helped unfurl the story of progress

- Serverless Branding Team



Winding Up Our Branding Case Studies

“Transfer your business values to the branding cup and serve them to your prospects, let them have delight”...

Branding actually bridges the gap between you and your customers. So, branding cannot be taken for granted. It's a journey. After reading through these branding case studies, you would have understood how to effectively show off your branding on your packagings, postal cards, gift boxes, and anywhere & everywhere.



Ofcourse, be it anything, marketing, client management, resources management, branding leads the way! So, you cannot take branding just like that! Your brand needs a face for the world to see, and our smart & creative branding professionals at ColorWhistle can assist you through the way.

You can **reach us** via message or call us at **+1 (919) 234 5140** (or) **+91 (944).278.9110**. Let's together sculpt your brand identity! :)

