



**THE ULTIMATE CHALLENGE**  
Branding Yourself

the big picture story about the small details  
of rebranding our own company

ready?

# brand attributes

naming  
tagline  
mood boards  
logo  
website  
marketing  
admin  
launch

We began where we tell our clients to start - we talked to our customers . . .

what they think of us

what we stand for

what we offer

Our new identity had to reflect what our customers want and expect from us.

Numerous strategy sessions and branding exercises also revealed what we thought of ourselves.



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We brought the team together for a full day of exercises and brainstorming that generated a set of naming criteria and a very long list of words we liked.

Names, lists, more names, updated lists - our criteria provided focus at the moments we felt like we were widening rather than narrowing the number of possible candidates.

It was when we took the time to allow inspiration to strike that a clear winner came into focus.

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Distilling the essence of our business into a brief but explanatory statement that was not overly restrictive was an iterative process.

As with our naming efforts, we generated a long list of candidates but it wasn't until we focused on our true passion -- connecting with customers -- that the answer fell into place.

Customers.  
Customers.  
Customers.  
Customers.  
Customers.  
Customers.

Connections.  
Connections.  
Connections.  
Connections.  
Connections.  
Connections.

Clarity.  
Clarity.  
Clarity.  
Clarity.  
Clarity.  
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The creation of a new logo started with grayscale directional designs that embodied various brand attributes and aesthetic styles.

Avoiding color at this stage allowed us to focus on the fundamental designs and quickly generate revisions.

Ultimately, we selected two designs to move forward and began experimenting with color treatments.

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 CLEARWORKS

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Our team felt both the marks shown here were strong but ultimately we went back to core principles and based our final selection on simplicity, differentiation and longevity.

Our choice of orange as the primary color for our new identity combines the power of red with the cheerful optimism of yellow. It represents the creativity, confidence and energy of our team.

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Customers. Connections. Clarity.

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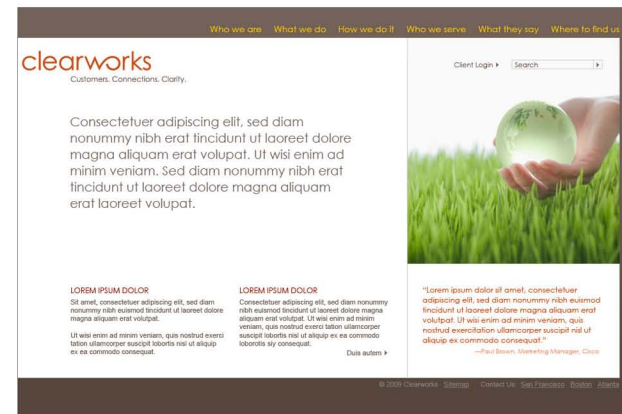
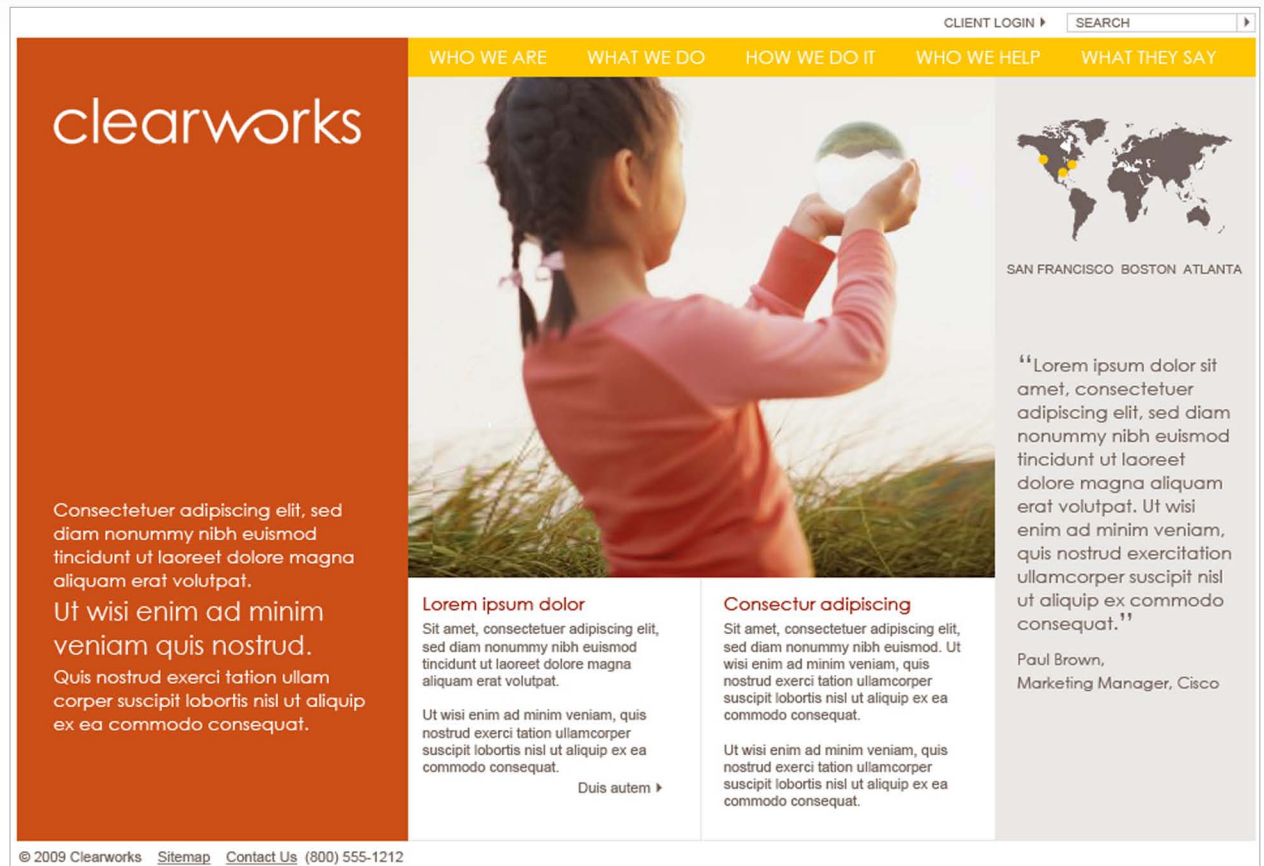
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After developing an architecture that ensured our site would be easy to navigate, we focused on creating a home page that would quickly convey who we are and what we do.

Our design partner developed three unique visual expressions of our brand. The design we selected conveyed our core brand attributes and also supported our desire to “own orange.”



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Using the website design as the basis of our new visual identity, we developed new collateral and data sheets based on crisp lines and a common color palette.

We opted for a clean business card design that puts the emphasis squarely on our new name. The back of the card features our new tagline and our signature color.

## ProcessReady & ProcessImprove

**On-Site Process Mapping Workshops**  
 Clearworks delivers on-site process mapping workshops to help companies develop the processes and infrastructure required to support product launches and product lifecycles.

Wondering whether your company is ready to support your new product?

Are your customers satisfied with the current level of support you provide?

Do you have buy-in from a cross functional team to support your new product?

Are you ready to bill for your new product?

Do the other departments know their role in supporting your new line of business?

Will your current sales process work with your new product?

ProcessReady and ProcessImprove are process mapping services for companies that need to either establish a support infrastructure for a product launch or improve the support infrastructure for an existing product. Building and maintaining customer-focused and efficient support processes is key to long-term product success.

Clearworks facilitates a cross-functional workshop with your team to document the "Quote to Cash" process for your product. For new products, we focus on what needs to get done to ensure a smooth launch. For existing products, we focus on the areas that can be changed to maximize customer satisfaction, improve efficiency, and reduce cost.

Clearworks also offers companies help in developing business processes for new product innovation and product lifecycle.

\* Quote to Cash covers the entire customer lifecycle: from preparing a quote, to providing the service, to collecting the cash from the customer.

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“Clearworks’ process mapping workshop contributed significantly to the development, planning, and implementation of our new line of business. Bringing the cross-functional team together in order to define the processes and identify challenges and issues was an invaluable investment.

Erica Sarnett  
Services Director, CommScope

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**ProcessImprove**

The ProcessImprove workshop is designed for companies either already launched a product and processes, but are looking for areas of improvement or need to fix processes.

**OBJECTIVES & OUTCOME**

- Document the current state of product support
- Highlight ways to optimize processes
- Create an improvement plan
- Identify key improvement metrics
- Assemble and create a cohesive cross-functional team
- Gain the leverage necessary to tackle the more complex and costly changes

**DELIVERABLES**

- Facilitation of a two day on-site process mapping workshop
- Cross-functional process flowcharts for the "quote to cash" process, both existing and targeted
- Comprehensive report including the following:
  - Gap analysis between existing processes and optimized processes
  - Recommended improvements, both "quick hits" and longer-term
  - Outstanding issues for resolution
  - Key improvement metrics

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Two day on-site process mapping workshop

- Cross-functional process flowcharts for the "quote to cash" process
- Comprehensive report including the following:
  - Assumptions to be validated
  - Issues to be resolved
  - Additional tasks for completion
  - Recommendations

**contact us** you can reach the Clearworks team at  
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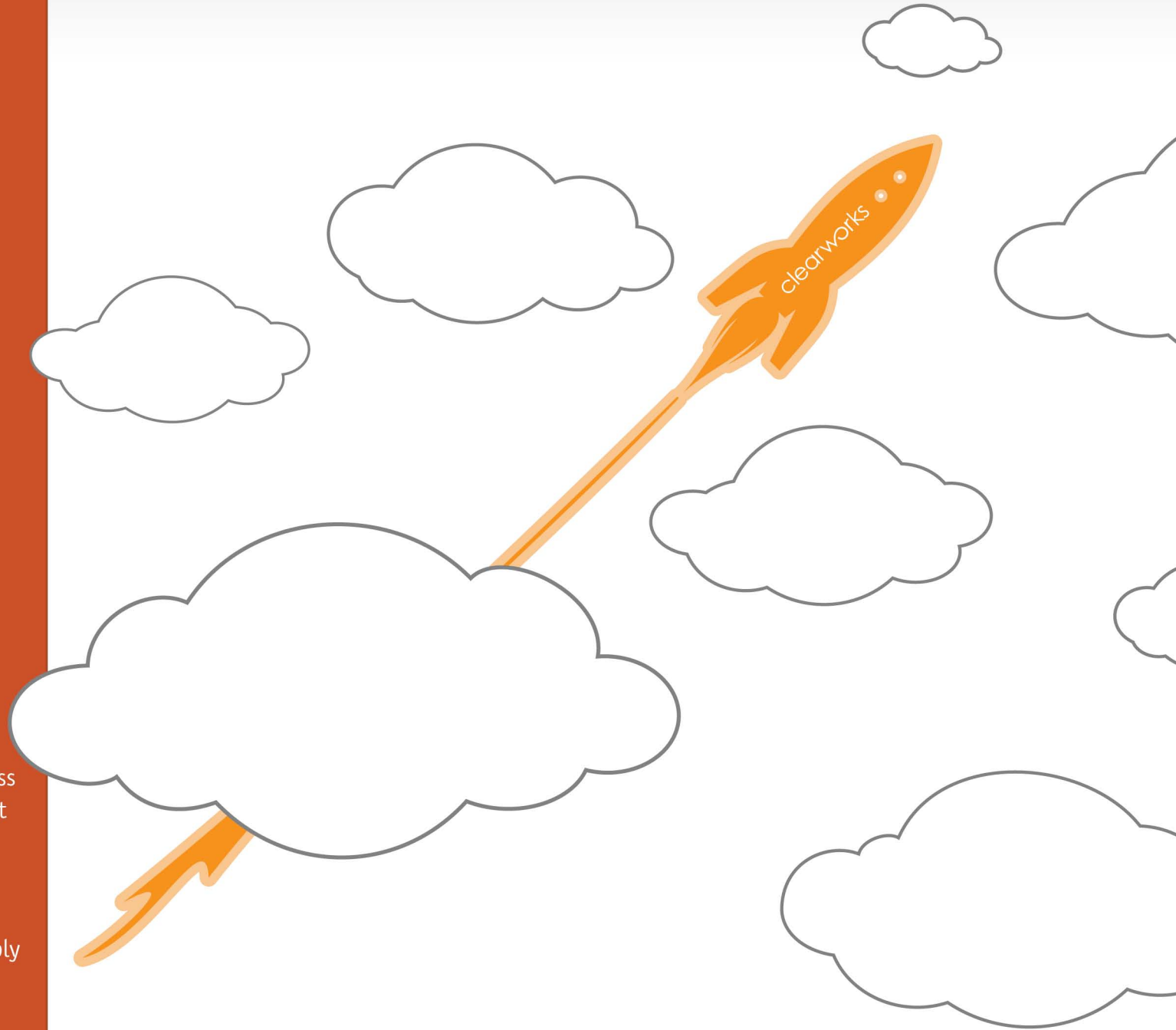
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## launch

Perhaps the biggest challenge -- communicating the new name. We developed a messaging and positioning framework to guide our efforts, created materials and launched when our new website was complete.

So what did we conclude? There's a reason we tell our clients not to go it alone. While fun, it's a challenging process and one that is especially difficult without outside, objective perspective.

If we had to do it again, we would probably hire someone like us to help.



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We help our clients connect with their customers to create clear and compelling products, services and messages. We get what it takes to bring a product or service idea to life and how to create an actionable plan to get there. We understand what you need to know and how you're going to use that information to make decisions. Let us bring clarity to your products and services.

Reach us at:  
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