THE REQUEST:

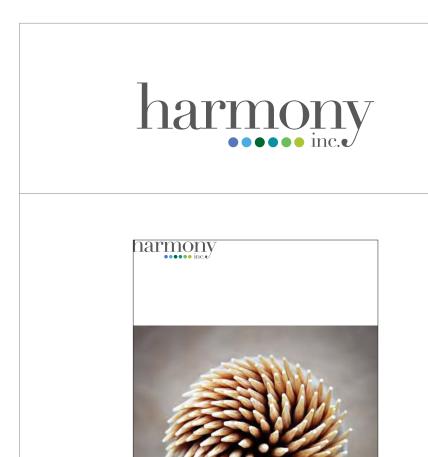
Lew and Ann Frees have owned the successful management consulting firm, Harmony, Inc., for more than 20 years. The name therefore, carries history and brand equity that should continue to be leveraged. ZGM was asked to assess the brand and develop recommendations.

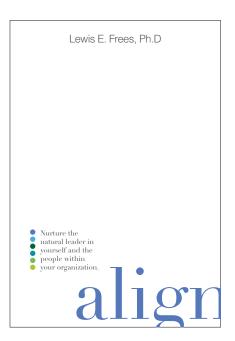
THE SOLUTION:

A refresh of the existing trademark was developed to modernize the brand. Delving deeply into what Harmony does for clients, we developed a set of iconic visuals to portray confluence, synergy and alignment of diverse individuals within an organization.

The Book name, design and minimal copy were developed to engage audiences to know more.

A theme of "alignment" and "confluence" in all materials portrays strong brand cohesion and buttons things down nicely.





Achieve the margin of difference you've been searching for.

Our proprietary methodologies align leaders and high employee engagement at all levels, achieving a monumental margin of difference. You will experience an organization of people moving together, speaking the same language and reaching for the same results.

Experience transformation at both a personal and organizational level.





