

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.

