



INDUSTRY
Financial Services

PROJECTS
Logo
Visual Identity
Print

Blue Prairie Group

This start-up human resource and investment consulting firm wanted a visual brand that accomplished two apparently disparate things: communicate corporate honesty and stability, while also signaling that Blue Prairie offers a unique perspective to the market.

After exhausting many traditional approaches, Brainforest struck on this bold design – the brave prairie dog, standing vigil over the vast plain. We then moved to the next phase of their brand development, applying their unique new look to a stationary system and capabilities collateral.

Brainforest is a creative agency rooted in strategy. Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced. **To begin creating your own success story, contact Nils Bunde at 312.492.6600 or nils.bunde@brainforest.com**

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