

red SLICE*



Client Case Study: CareerBranches

Career coach Ilona Vanderwoude was looking to narrow her target audience and find her niche in a very competitive market, while also sprucing up her somewhat plain visual identity. Initially marketing her services as a resume and job search specialist, she longed to “branch out” and coach people on designing a career plan that focused on their passions – and giving them the tools, encouragement, and accountability to get there. As someone who had many interests and passions herself, she was particularly interested in helping “Renaissance Personalities” – high-performing, ambitious people who have many different interests and passions and couldn’t reconcile how to fit them all together into a career plan, or thought they had to choose just one based on our very linear society. They were often misunderstood, seen as fickle and indecisive, and thought there was something wrong with them. Working with Red Slice, Ilona refined her story and her niche on these amazingly driven people – and her brand story focused on her own experiences with being this personality type, as well as her study under leaders in the movement. Once we nailed down this Brand Strategy and focused on what image she wanted to portray to this unique audience, we conveyed everything through a new visual identity that better appealed to her modern and creative audience and reflected her own energetic personality: logo, colors, fonts, newsletter header, etc. The tree graphic played off her unique company name, but also spoke to growth and blooming across multi-colored interests and passion. We also revised her title to “Career Designer”, crafted new corporate messaging (including her bio and company descriptors) and created a new tagline to reflect her client mission: *Branch Out, Live Richly*. This spoke to the fact that these Renaissance Personalities could live richer, more fulfilled lives by not being afraid to pursue their multiple passions. It also addressed the fact that often, they can reap greater financial rewards by designing a life to fit their interests rather than trying to shove themselves into a career that didn’t fit them.

New Visual Identity:



Red Slice, a branding and marketing consultancy. Engage, inform and delight your audience.

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