

red SLICE\*



### Client Case Study: It's Eventful

It's Eventful produces stylish events anywhere in the country. With a coast to coast network of event professionals, they can pull together the best team of specialists to elevate any gathering – from the largest wedding to the most private client luncheon – into something truly remarkable. Founder Renee Metty's classical logo and branding was not helping her differentiate, nor was it an authentic reflection of her modern style and panache. She also wanted to expand beyond just weddings. Her aim? Simple sophistication...with a pop. Something enchanting, charming, playful and innovative that didn't look like every other event planner out there. The Brand Strategy work she did with Red Slice paved the way for new company messaging - focused around being cool, calm and collected – and a new logo, color palette and business card design (and, soon to come, website) from designers Two Paper Dolls. The new look showcases a sophisticated, modern yet joyful edge.

Old logo:



New logo:



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

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