

# Branding Case Studies

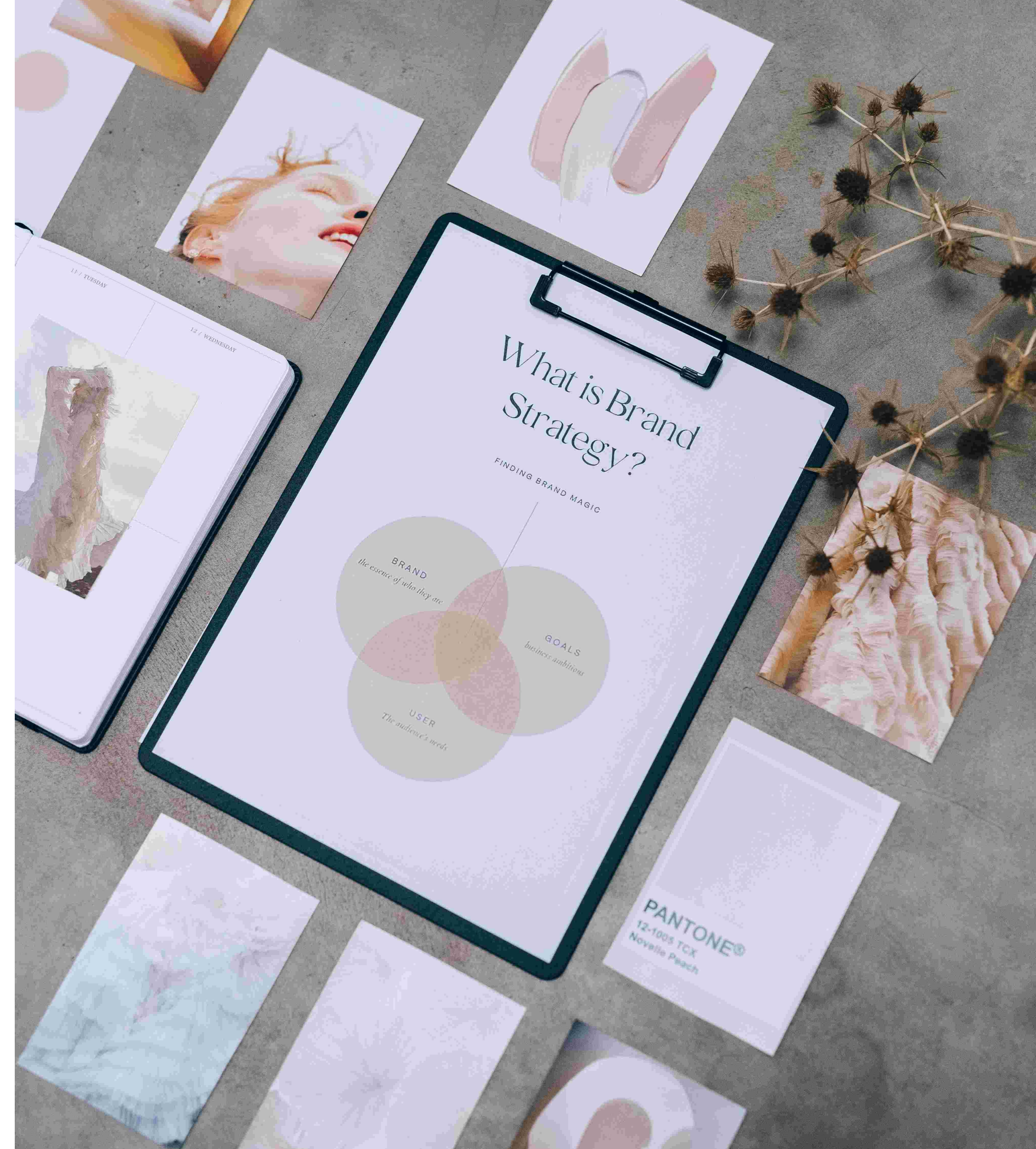
An Exhaustive List





**Branding** is the soul of a business!

Accounts management, marketing, resources management, financial stability, all these contribute to the evolution of any business. However, without branding, all these will just remain as concepts. So, as you embark on your vision of starting a business, 'branding' comes first.

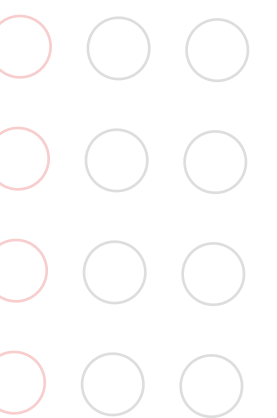


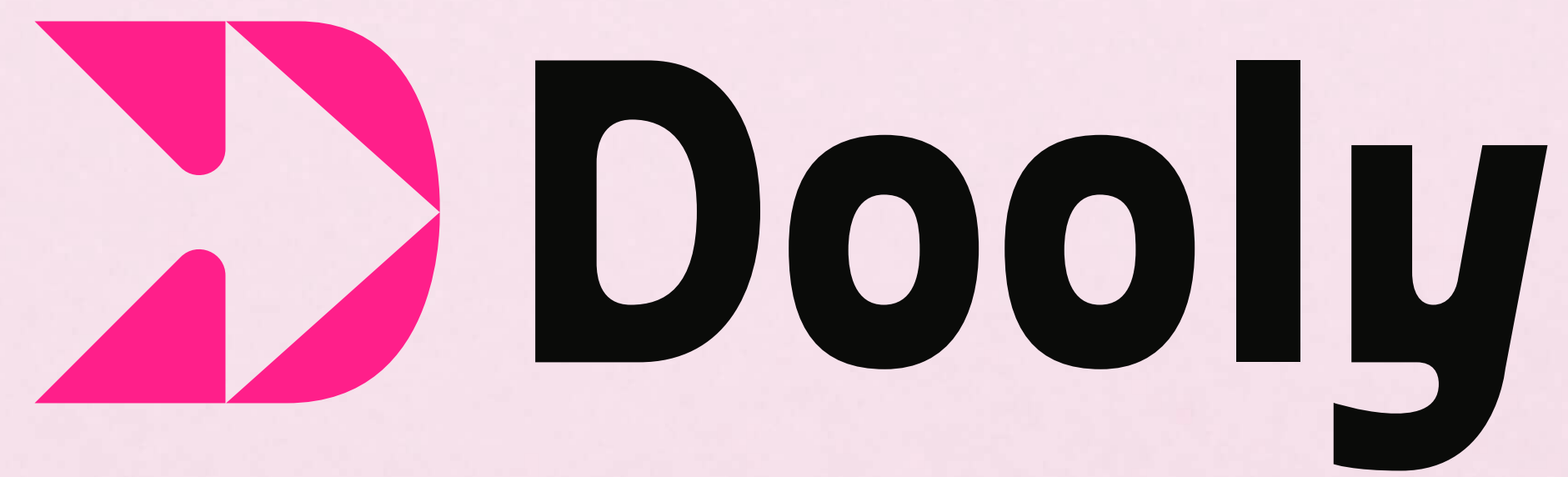


Starting from giving business a name, followed by a logo, a message to convey, values to deliver, to setting vision & mission, everything comes into play. Without brand awareness, customers will never know that a business ever existed.

Conveying brand values will create awareness among potential customers and help to acquire brand positioning. Ultimately, these will pull in sales into the pipeline!

Many businesses are putting a lot of effort and creativity to show off their brand's look-and-feel on their packaging, notebooks, vehicles, t-shirts, and so on. We've curated such branding case studies in this post, you'll find these as useful insights in your branding journey.





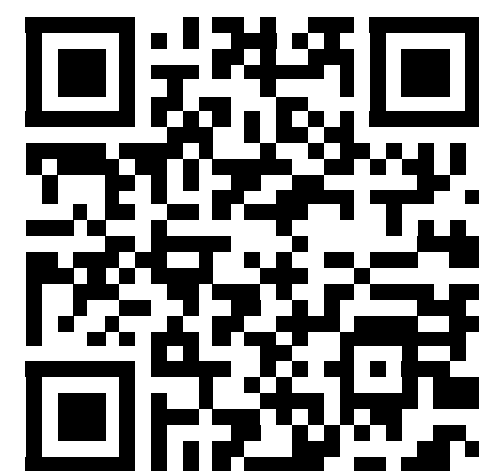




Name of the Brand: **Dooly**

Website: [dooly.ai](https://dooly.ai)

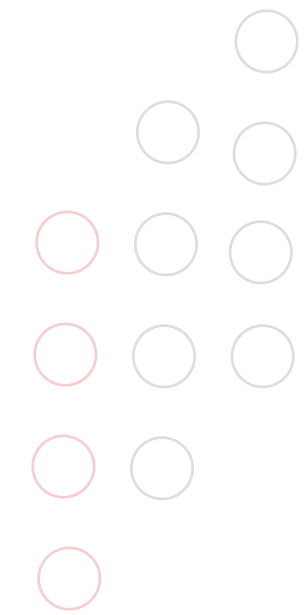
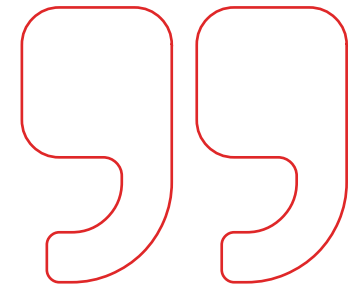
Case Study: [focuslab.agency/work/dooly](https://focuslab.agency/work/dooly)



A promotional graphic for Dooly. The top half shows two men, presumably The Chainsmokers, sitting against a vibrant pink background with a white silhouette of a person with arms raised. The man on the left is wearing a dark blue shirt with a white dragon graphic, and the man on the right is wearing a red shirt. Below this image, the text reads: "Dooly Presents: Concerts Are for Closers featuring THE CHAINSMOKERS". Underneath, it says: "Dooly wants to send you on a Kick-SaaS VIP trip to Las Vegas to see The Chainsmokers! We're talking backstage passes, 3 nights at the Wynn, and food &amp; drinks on Dooly. Plus more prizes to take home, like scorching hot". To the right of the text is a bottle of "CHAINSMOKERS HOT THE CLOSER" hot sauce, which has a pink skull logo with headphones on it. A black baseball cap is partially visible in the bottom right corner.

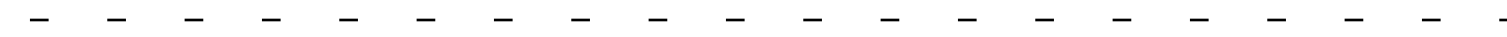






*We want to create a movement, stand for something, and be different. We are flipping enterprise software on its head. We want to be bold in our approach and build a rebellion.*

**- Dooly Team**







**Vecteezy**

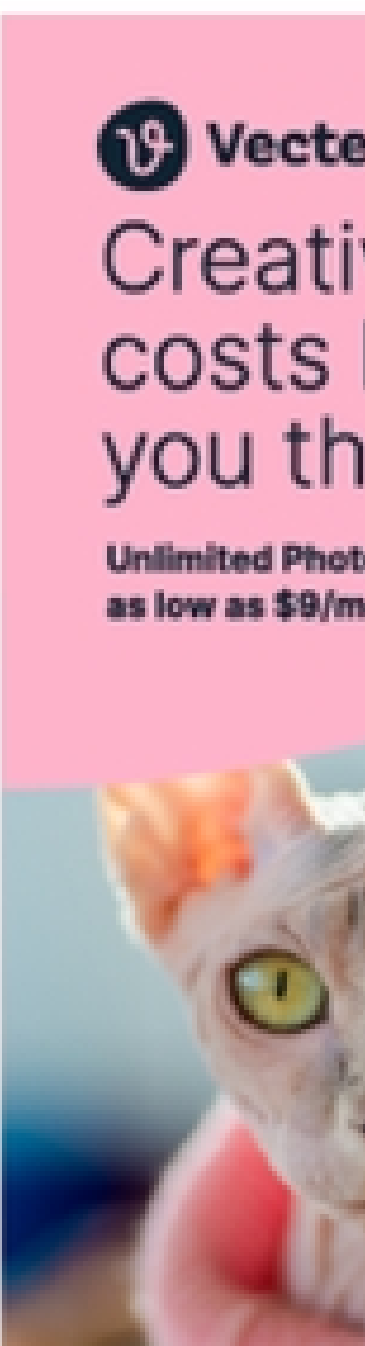
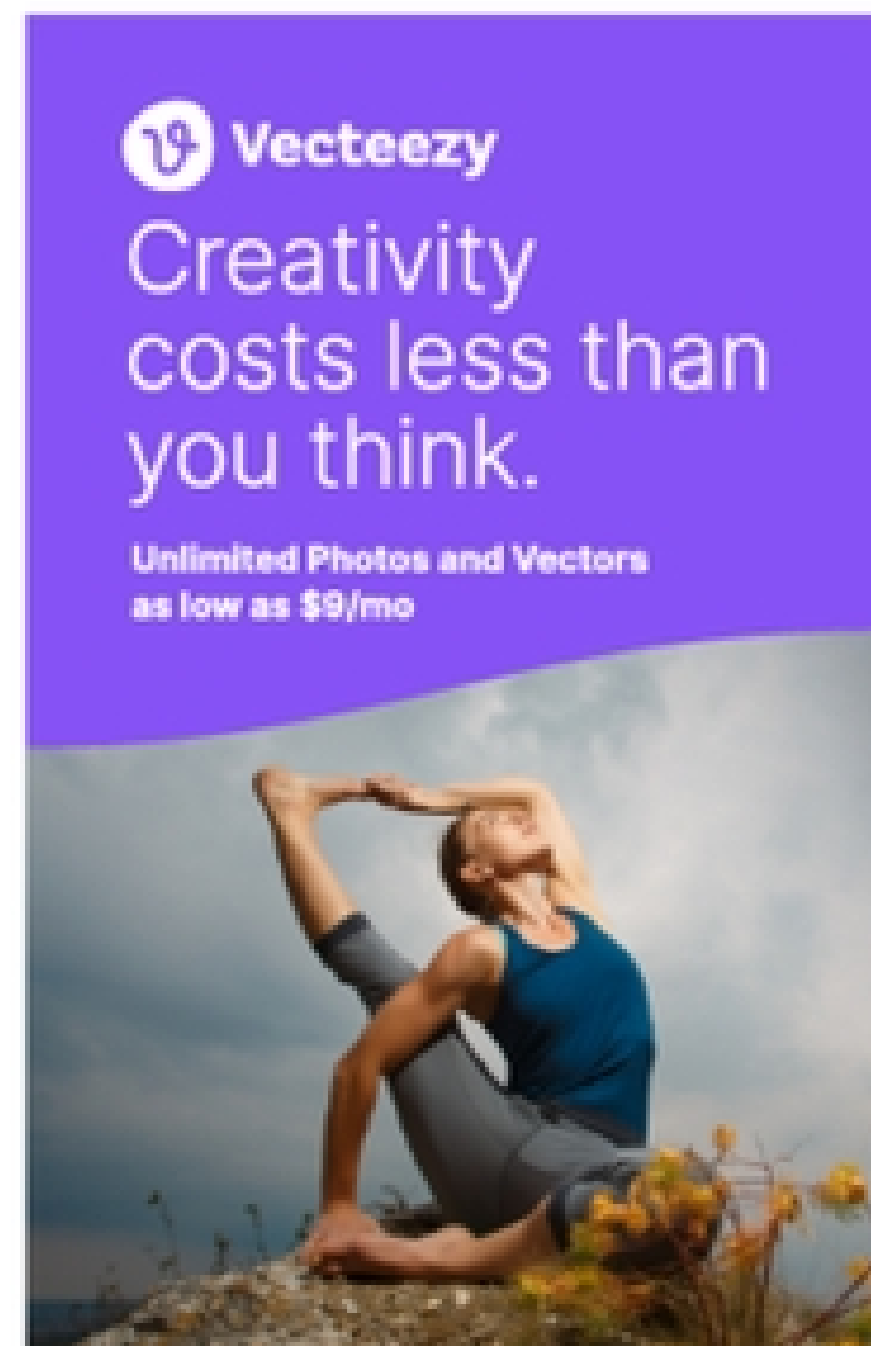
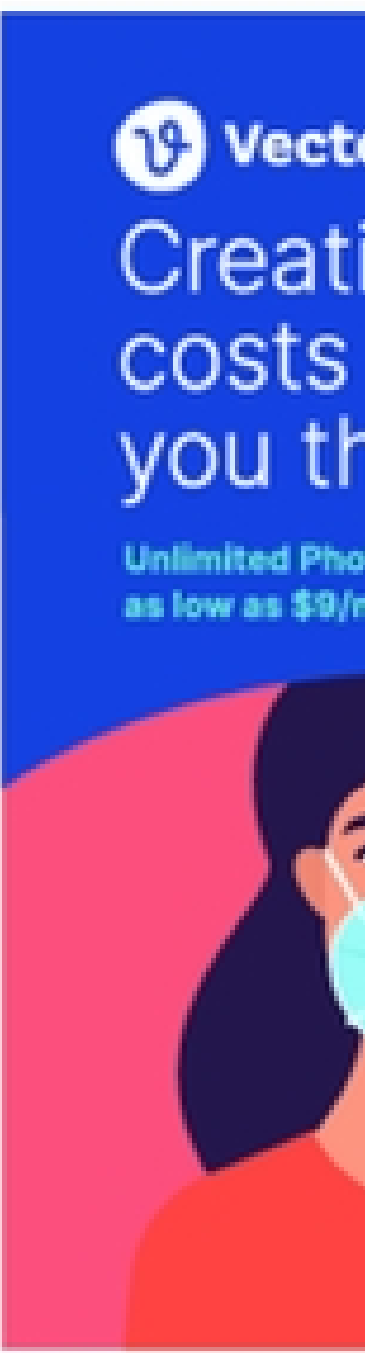
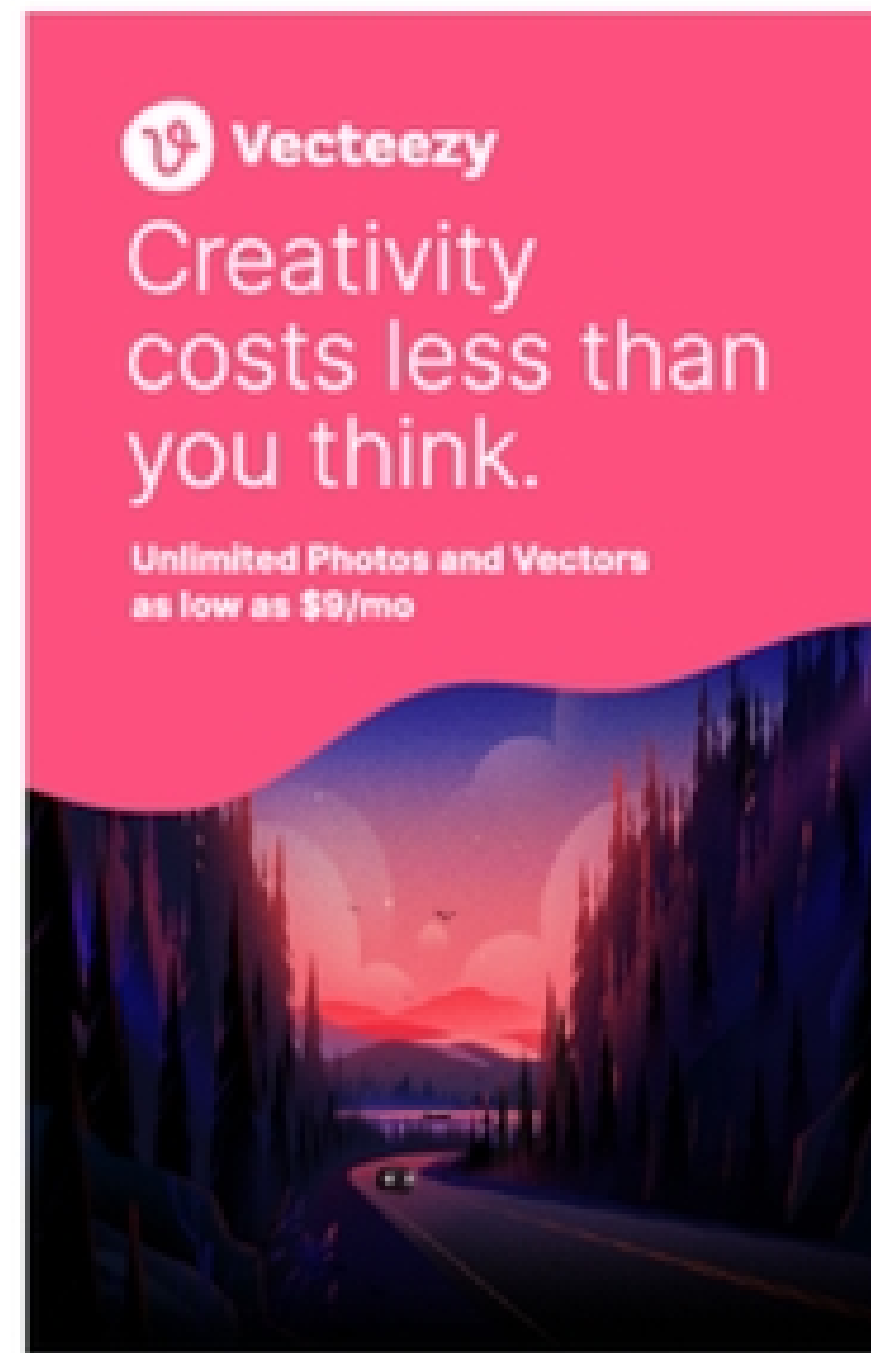
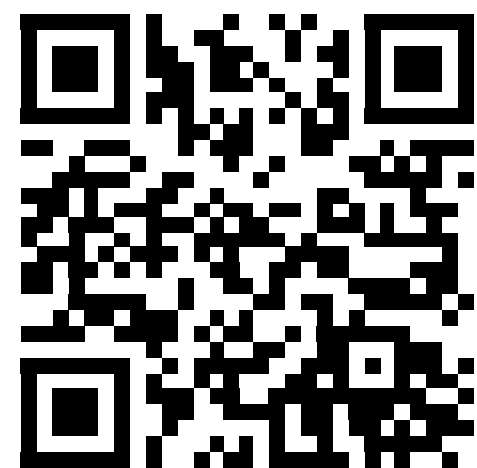




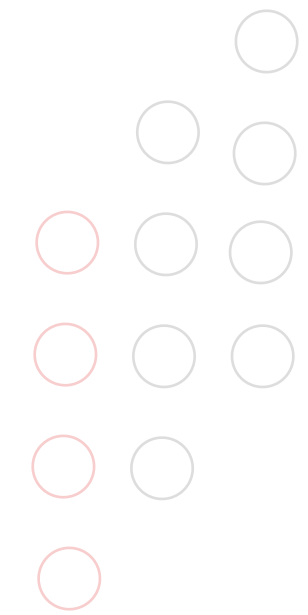
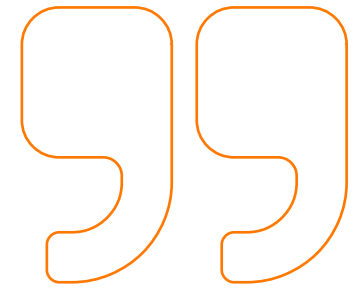
Name of the Brand: **Vecteezy**

Website: [vecteezy.com](https://www.vecteezy.com)

Case Study: [focuslab.agency/work/vecteezy](https://focuslab.agency/work/vecteezy)







*This latest evolution of our brand better reflects who we are and what we do. We're excited for this new look and everything it represents!*

**- Shawn Rubel,**  
CEO, Eezy





**ShipBob**

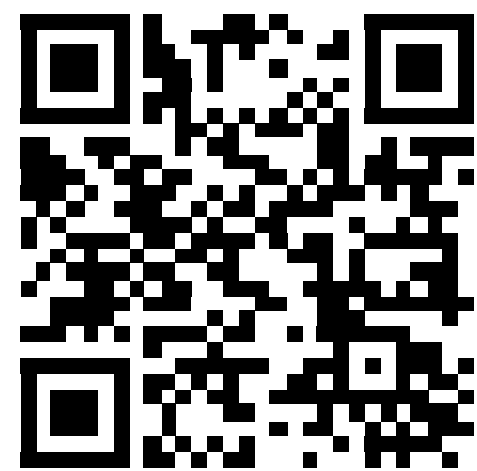


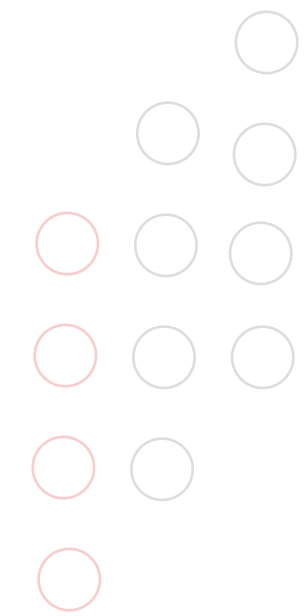
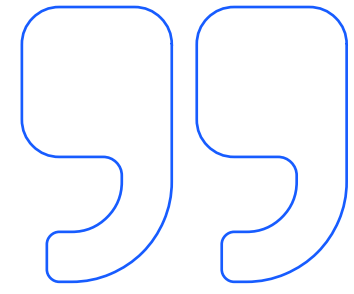


Name of the Brand: [ShipBob](#)

Website: [shipbob.com](https://shipbob.com)

Case Study: [bb.agency/project/shipbob](https://bb.agency/project/shipbob)





*The positive feedback from our customers and prospective customers on the website was instantaneous. It was great for our team internally and the BB Agency to receive such glowing reviews, but it was the data on conversion rates that I focused on. We actually saw a 27% lift in conversion rates blended across all traffic sources*

**- Casey Armstrong,**  
CMO at ShipBob





A top-down view of a white desk with various office supplies scattered around. On the left, there is a green highlighter and a white pen. On the right, there is a roll of green tape, several green clothespins, and a pencil. The central focus is the 'InvoiceNxt' logo.

# InvoiceNxt



**IN InvoiceNxt**

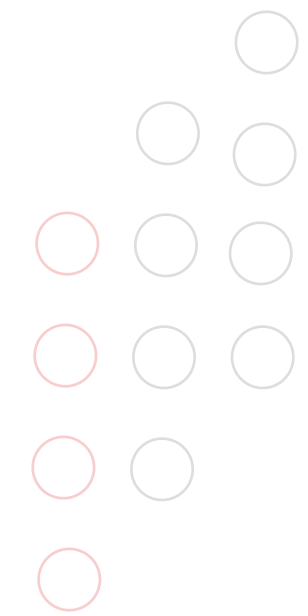
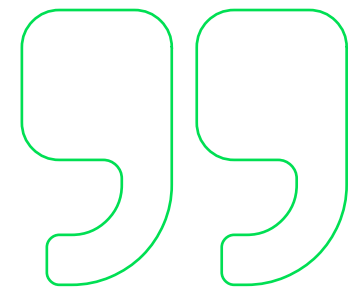
Name of the Brand: [InvoiceNxt](#)

Website: [verticys.com](https://verticys.com)

Case Study: [fintechbranding.studio/invoicenxt-fintech-company-branding](https://fintechbranding.studio/invoicenxt-fintech-company-branding)



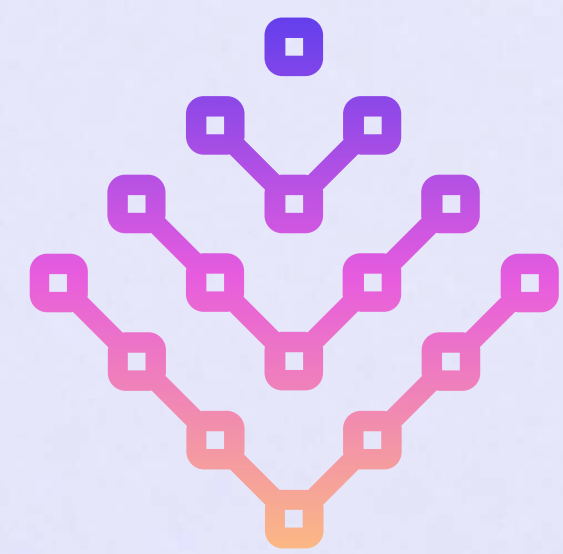




*InvoiceNxt logo features a smart dual-meaning design concept. The icon shows a monogram of I & N letters and a checkmark (✓). The Checkmark symbol visually communicates successfully fulfilled early payment requests, improved SME's cash flow, and implementation of ESG-concepts across the supply chain*

**- Branding Team**





# Vertobase



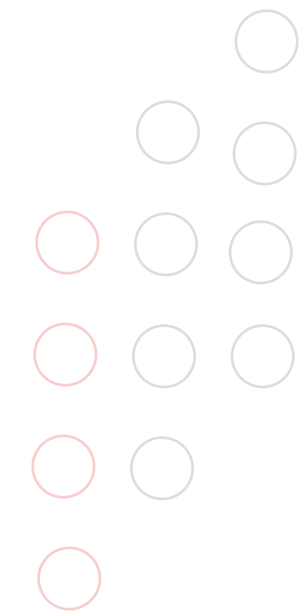
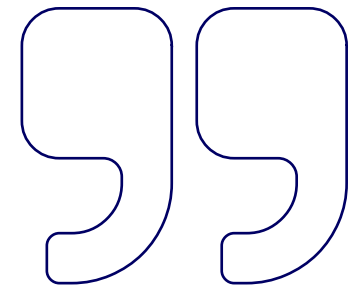


Name of the Brand: Vertobase

Website: [vertobase.com](https://vertobase.com)

Case Study: [fintechbranding.studio/vertobase-branding-case](https://fintechbranding.studio/vertobase-branding-case)





*To make a brand stand out from the competition,  
the goal was to create signature identity that  
perfectly represents Vertobase brand ideals:  
**QUICK, INTELLIGENT, MODERN.***

**- Branding Team**







**avasam**

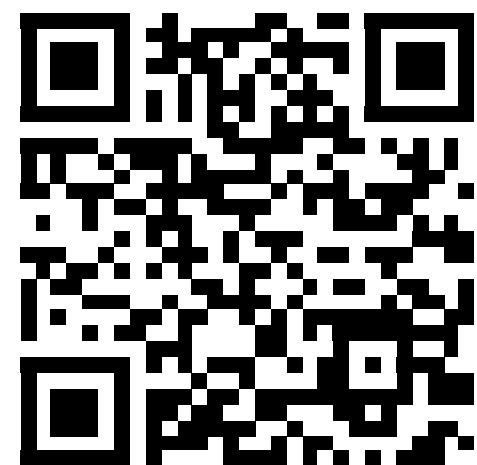




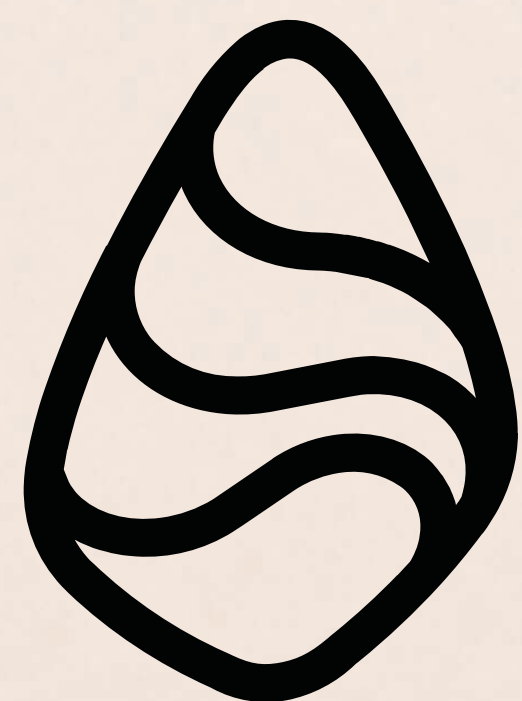
Name of the Brand: [Avasam](#)

Website: [avasam.com](https://avasam.com)

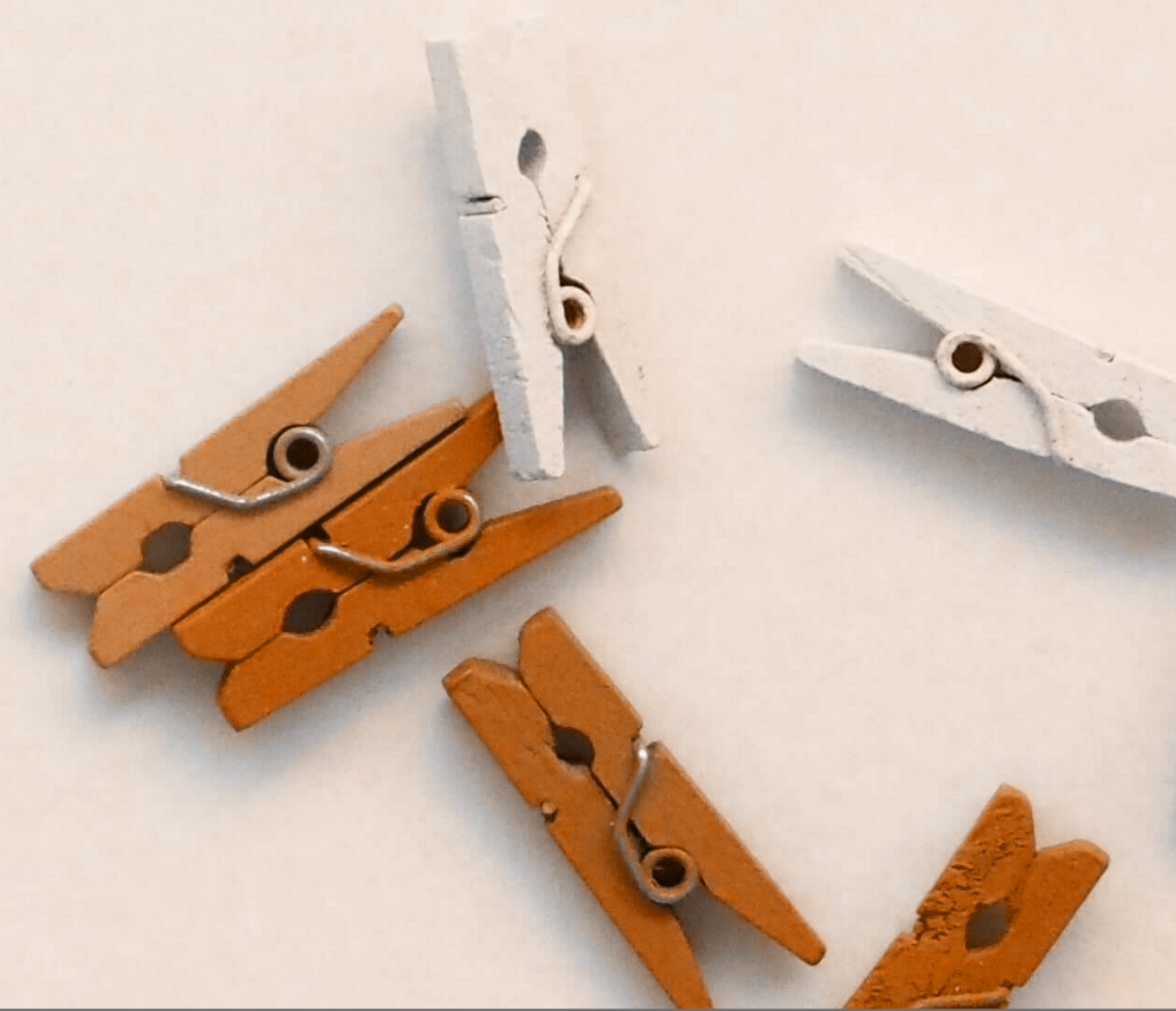
Case Study: [smartby.design/avasam-branding-project/](https://smartby.design/avasam-branding-project/)

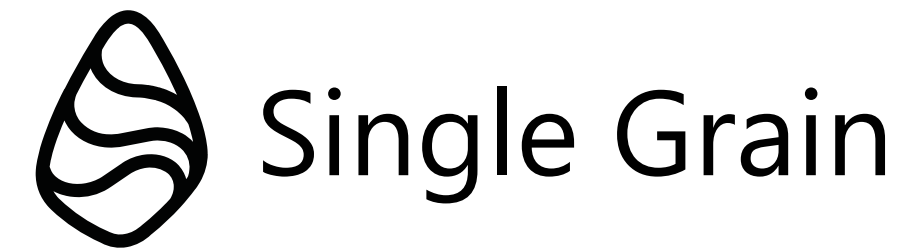






# Single Grain

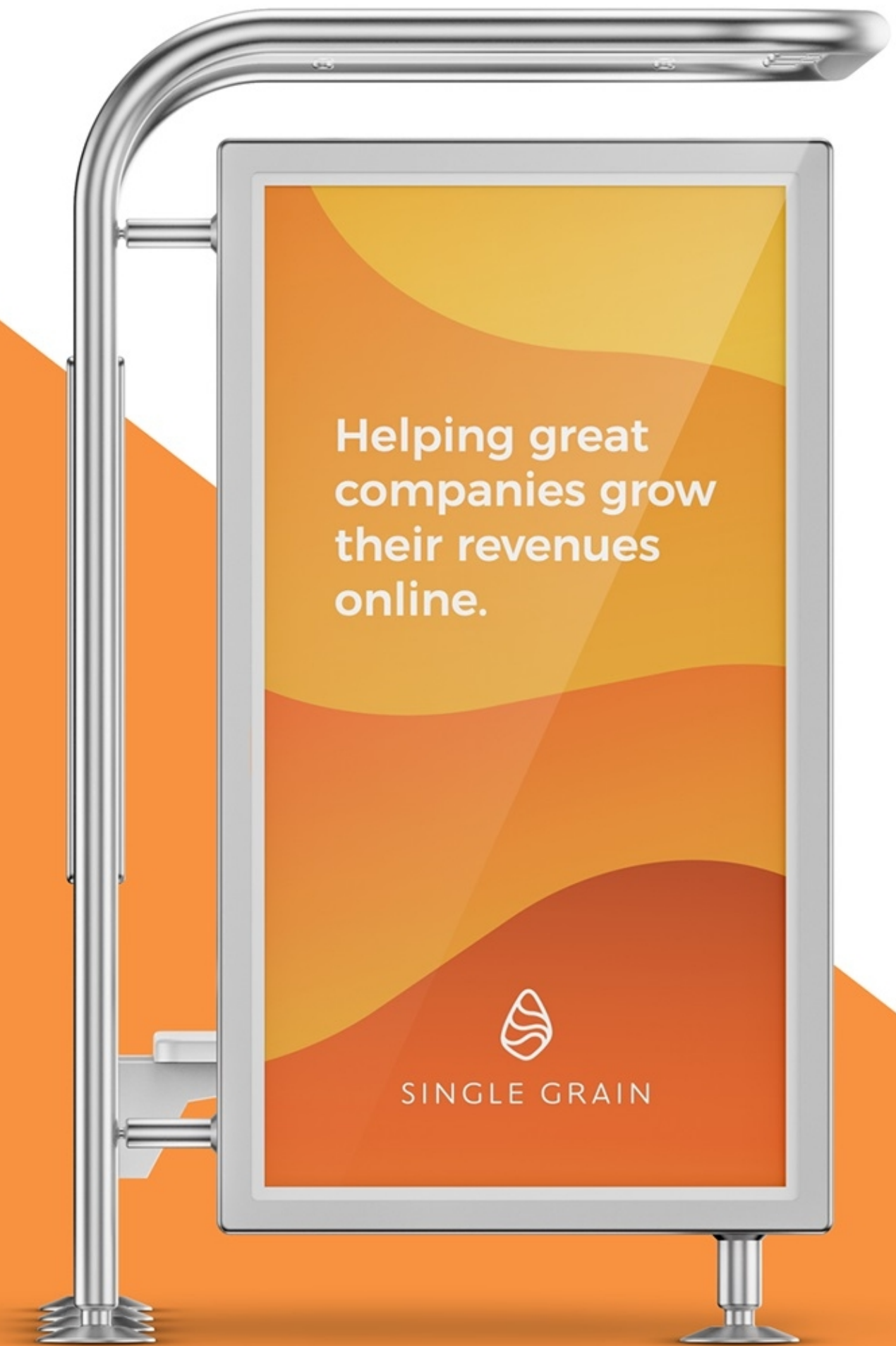
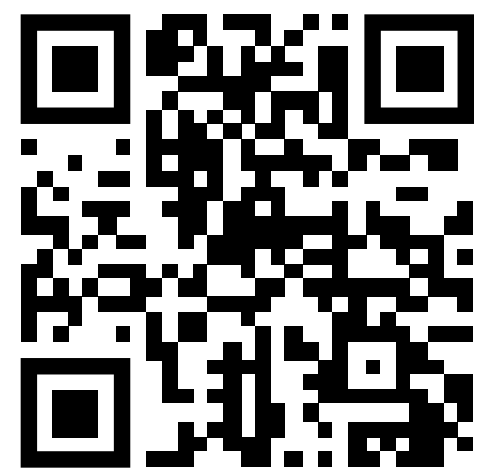




Name of the Brand: **Single Grain**

Website: [singlegrain.com](http://singlegrain.com)

Case Study: [smartby.design/singlegrain/](http://smartby.design/singlegrain/)





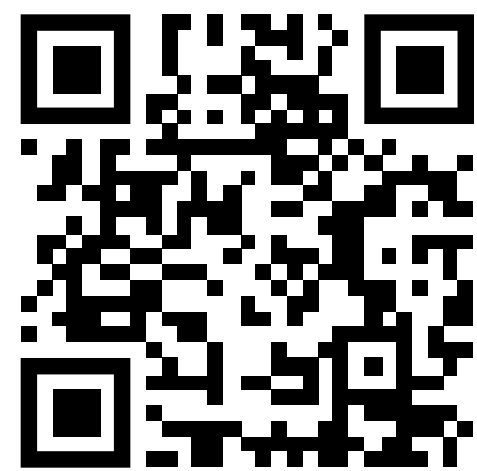
**LaunchDarkly** ➔

LaunchDarkly ➔

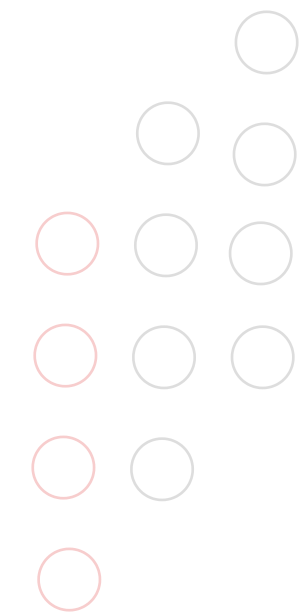
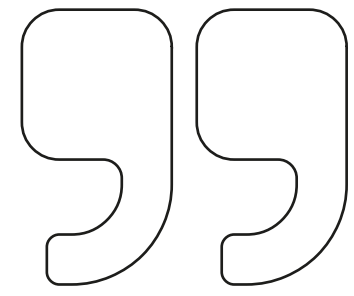
Name of the Brand: LaunchDarkly

Website: [launchdarkly.com](https://launchdarkly.com)

Case Study: [focuslab.agency/work/launchdarkly](https://focuslab.agency/work/launchdarkly)







*Through UI design, we brought the brand to life and worked to position LaunchDarkly as setting the bar for the future of modern development, including employing stylized visuals and expert visual hierarchy*

- Branding Team





**lovethesales**

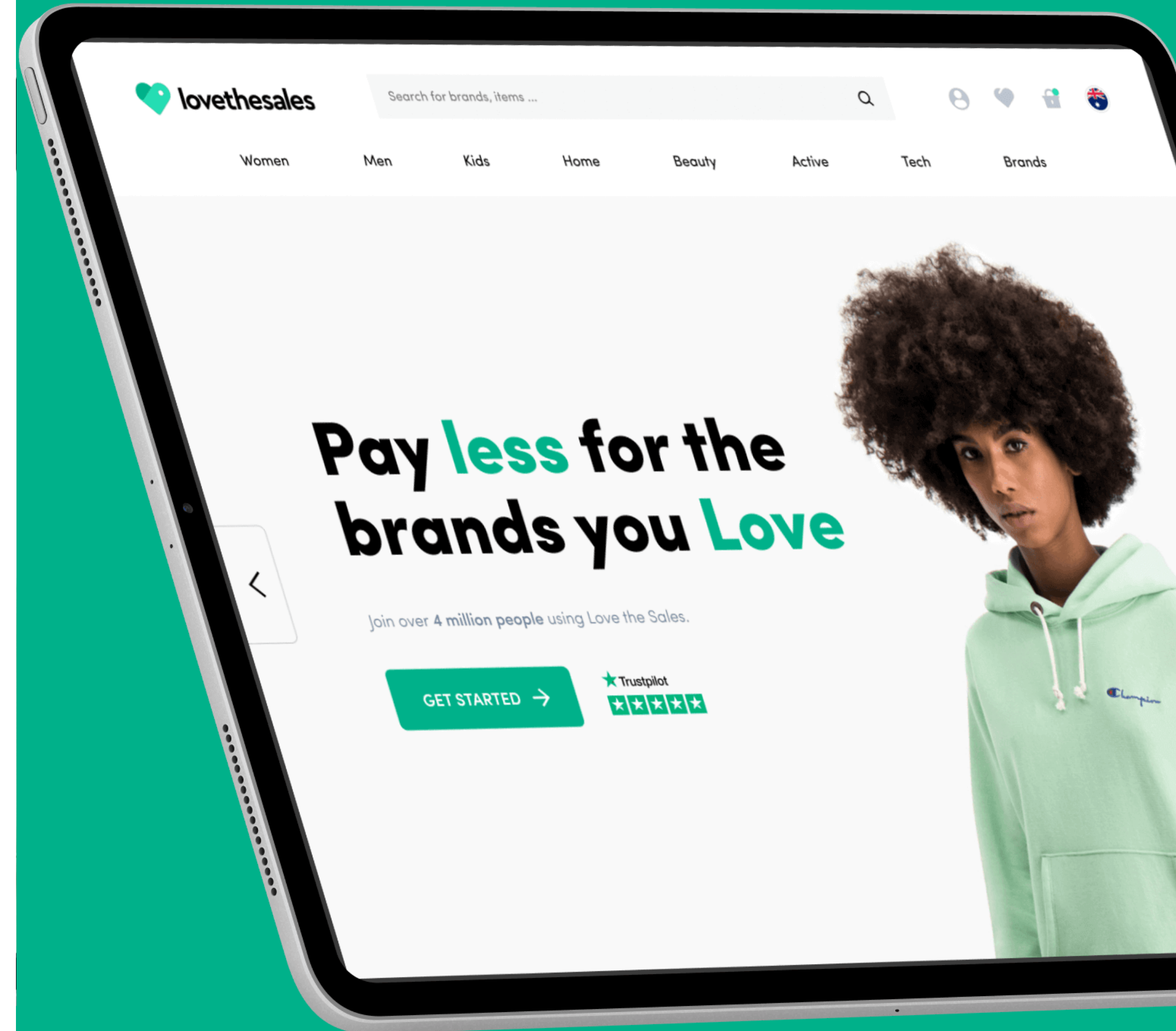
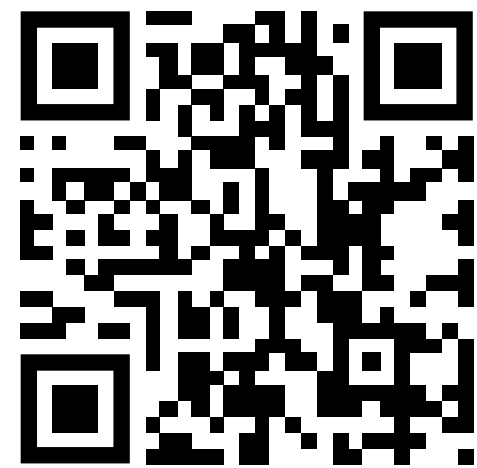


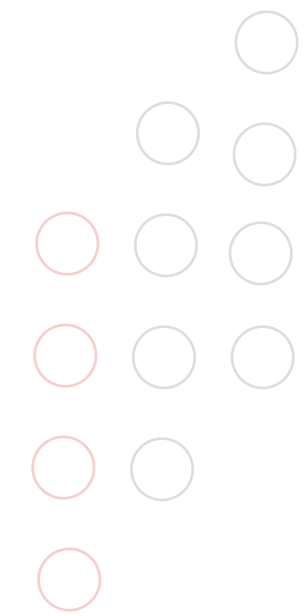
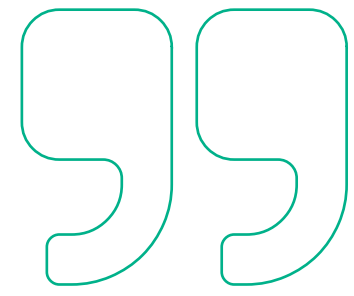


Name of the Brand: [LovetheSales](#)

Website: [lovethesales.com](https://lovethesales.com)

Case Study: [orizon.co/lovethesales](https://orizon.co/lovethesales)





*The Orizon team is excellent. They put in an incredible amount of effort on our project and delivered something we're really happy with. Would highly recommend*

**- Mark Solomon,**  
Founder & CPO at Love the Sales







Salesloft.

# Salesloft.

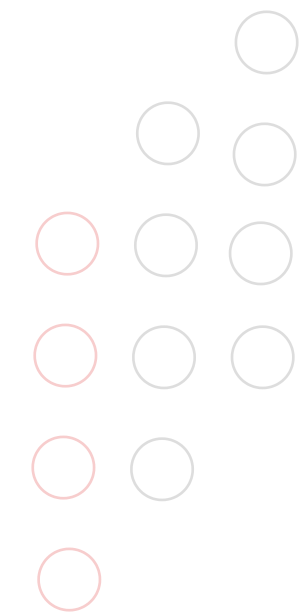
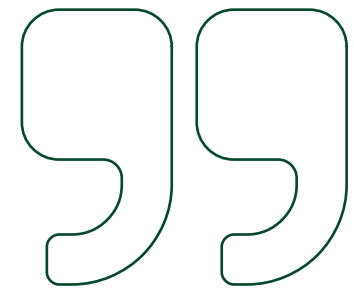
Name of the Brand: Salesloft

Website: [salesloft.com](https://salesloft.com)

Case Study: [focuslab.agency/work/salesloft](https://focuslab.agency/work/salesloft)







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*Undoubtedly, we were ONE TEAM on this incredible journey and it turned out better than my wildest dream!*

- Sydney Sloan,  
CMO, Salesloft

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A top-down view of various stationery items on a white background. In the top right, there is a roll of green tape. In the bottom right, there are several green clothespins and a white clothespin. In the bottom center, there is a green pencil. In the top center, there is a black pencil. On the left side, there is a green pen with 'uni' written on it and a white pen. The text 'Short.io' is centered in the middle of the image.

**Short.io**

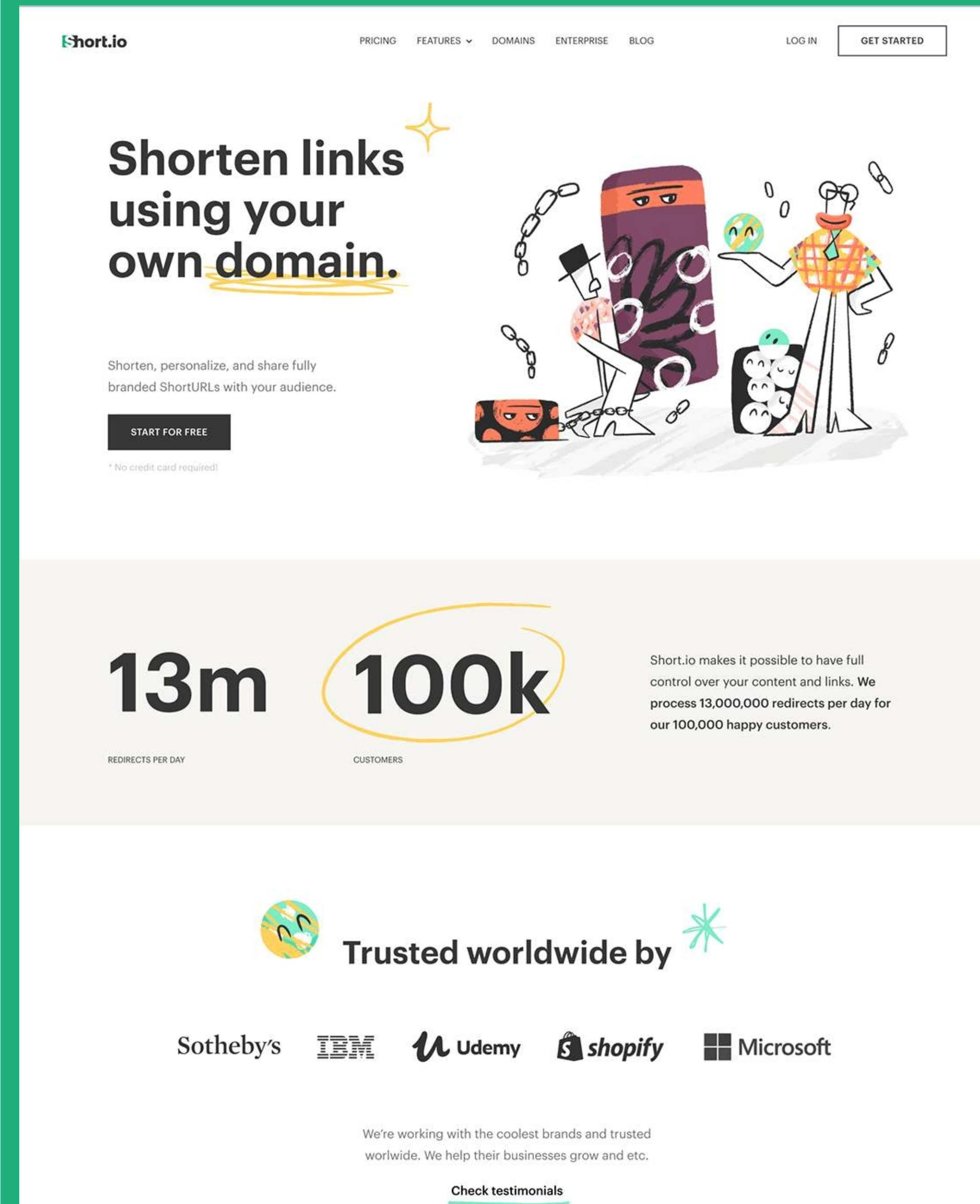




Name of the Brand: [Short.io](https://short.io)

Website: [short.io](https://short.io)

Case Study: [behance.net/gallery/118953857/Shortio-Web-Site](https://behance.net/gallery/118953857/Shortio-Web-Site)





A collection of purple-themed stationery items is scattered around the central text. On the left, there is a purple ballpoint pen with a white cap and a white pen with a purple cap. On the right, there is a purple paper clip dispenser, several purple paper clips, and a purple pencil. The background is a plain white surface.

**PATRIOT**



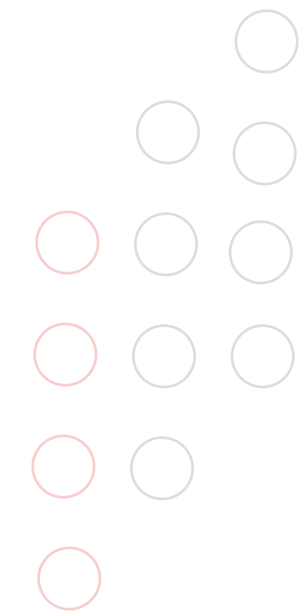
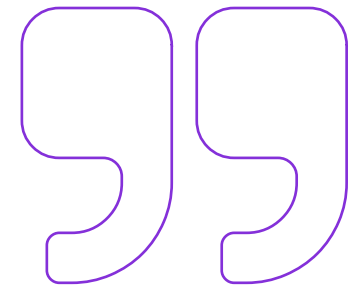
# PATRIOT

Name of the Brand: Patriot Software

Website: [patriotsoftware.com](https://patriotsoftware.com)

Case Study: [focuslab.agency/work/patriot-software](https://focuslab.agency/work/patriot-software)





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*We are growing! The new brand has been amazing, truly. A fresh perspective/look has really helped in all the ways internally and externally*

- Michael Wheeler,  
President, Patriot Software

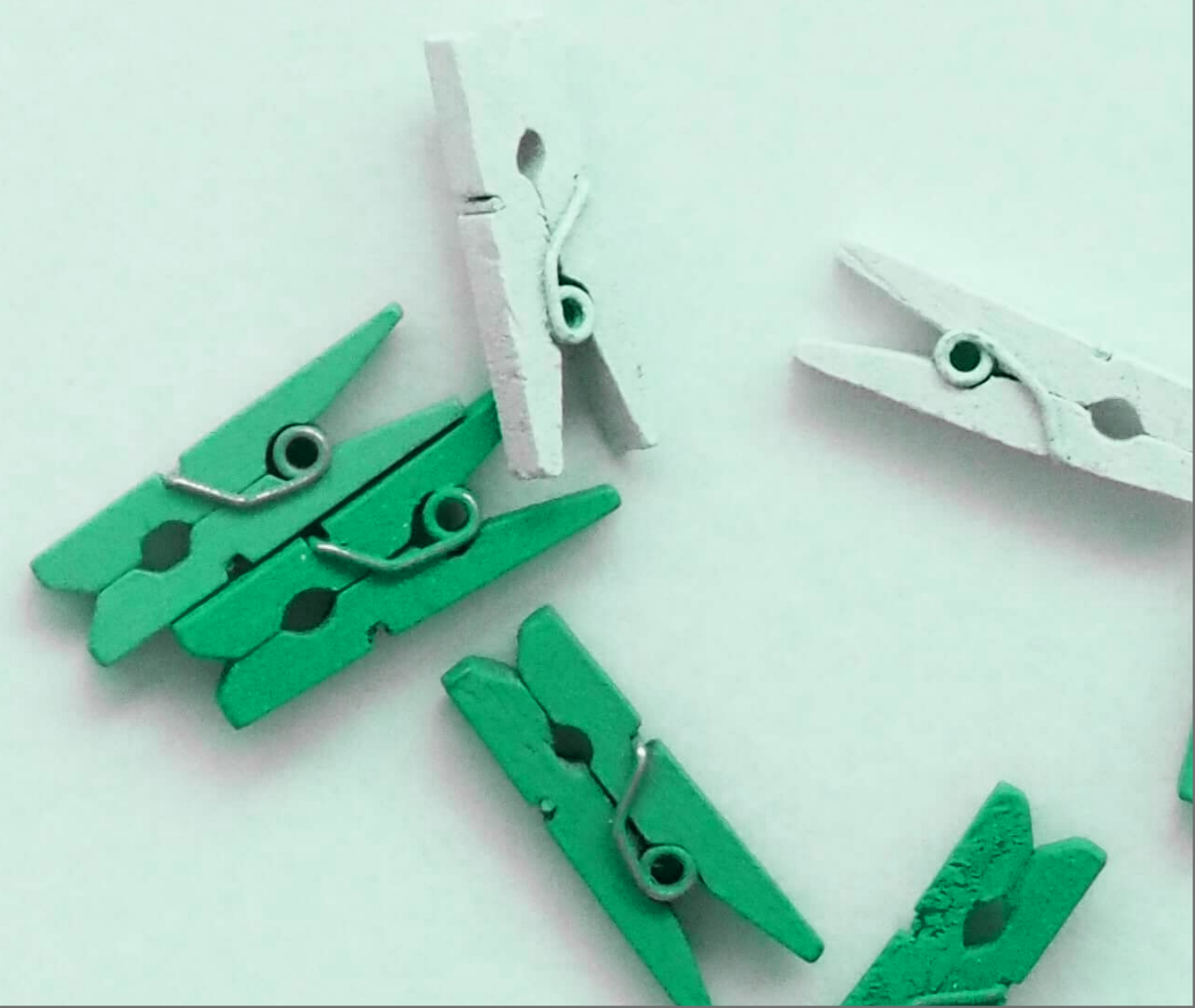
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The logo consists of a central vertical bar with four arrowheads pointing outwards (two to the left, two to the right) in a light green color.

# Kion

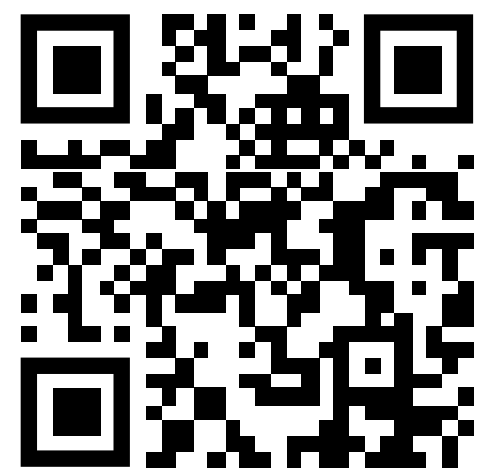




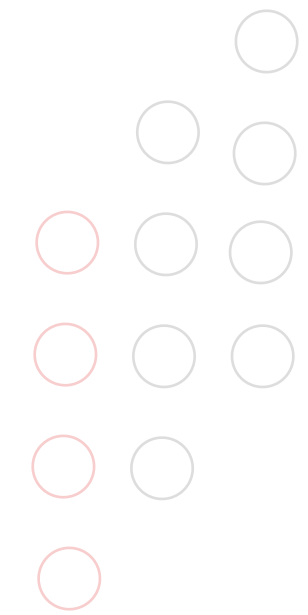
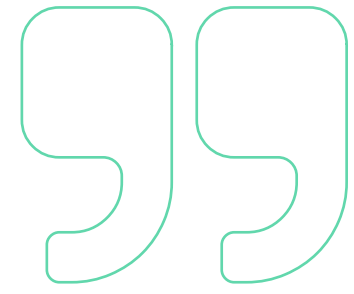
Name of the Brand: [Kion](#)

Website: [kion.io](https://kion.io)

Case Study: [focuslab.agency/work/kion](https://focuslab.agency/work/kion)







*Focus Lab has been such a valuable partner in this rebranding project. They helped us develop the right messaging, design, and assets to craft our new identity. We couldn't be happier with the Focus team and their work for us*

**- Brian Price,**  
CEO and co-founder, Kion





Reify HEALTH

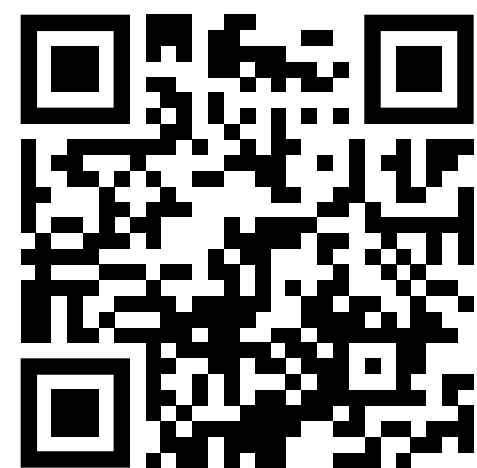


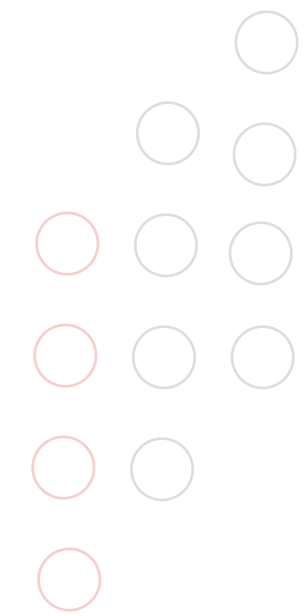
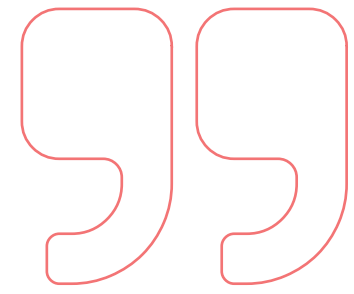


Name of the Brand: **Reify Health**

Website: [reifyhealth.com](https://reifyhealth.com)

Case Study: [focuslab.agency/work/reify-health](https://focuslab.agency/work/reify-health)





*Focus Lab's capacity to translate the complexities of our mission, identity, and value prop into a beautiful, clean, and meaningful identity was simply outstanding*

**- Kent Sirpi,**  
VP of Marketing, Reify Health

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# Rows

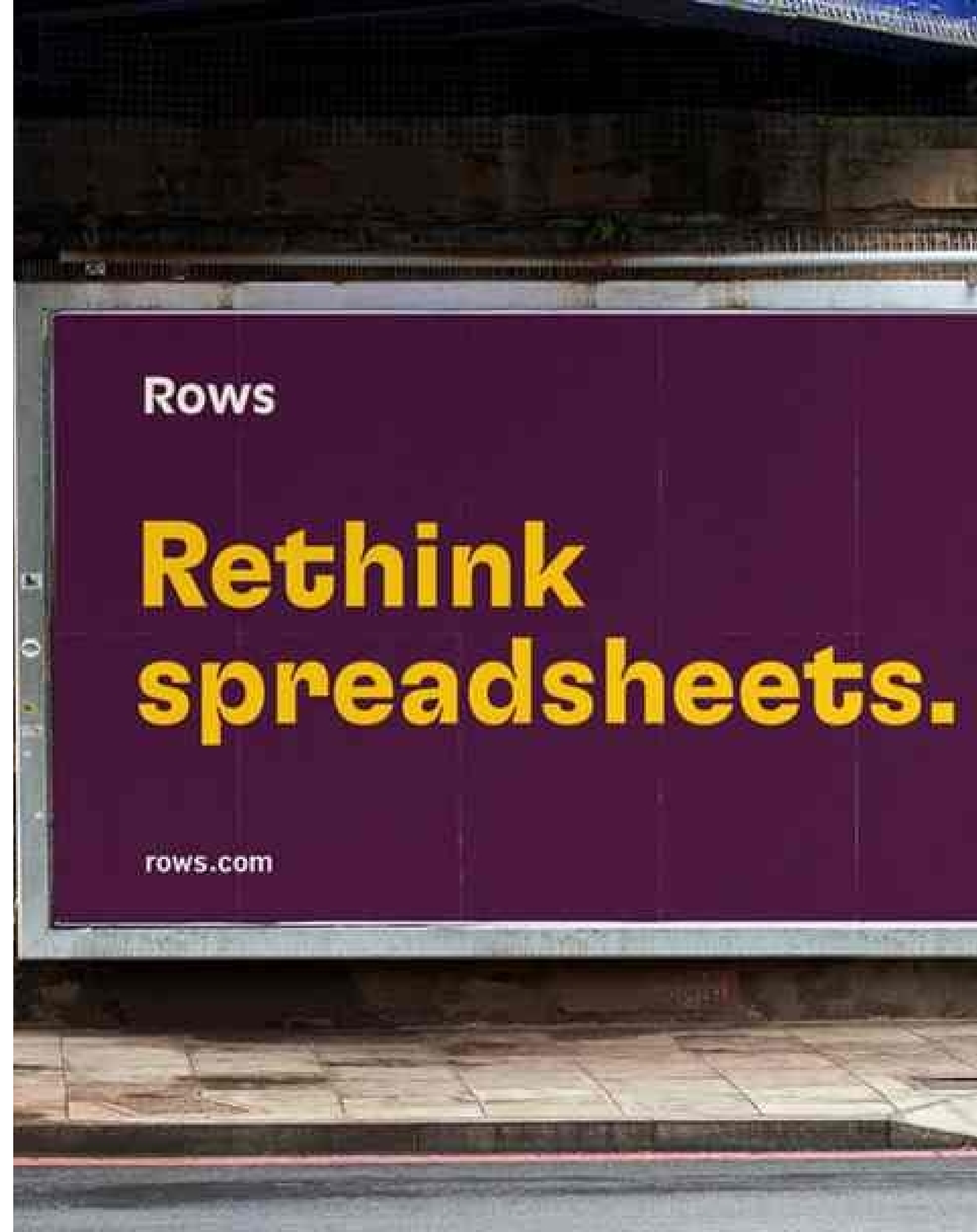


# ROWS

Name of the Brand: Rows

Website: [rows.com](https://rows.com)

Case Study: [focuslab.agency/work/rows](https://focuslab.agency/work/rows)

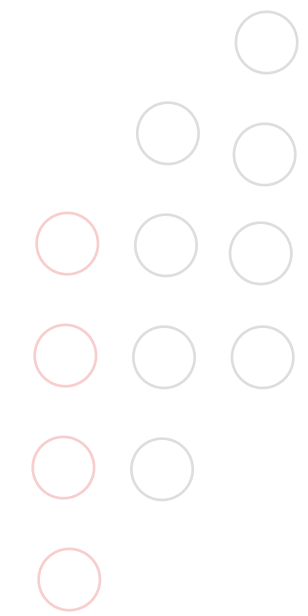




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*I've gotten 30 to 50 personal emails from people saying how cool the new brand is and how awesome it is that we had the guts to rebrand*

- Humberto Ayres Pereira,  
Founder & CEO, Rows





**ASAPP**

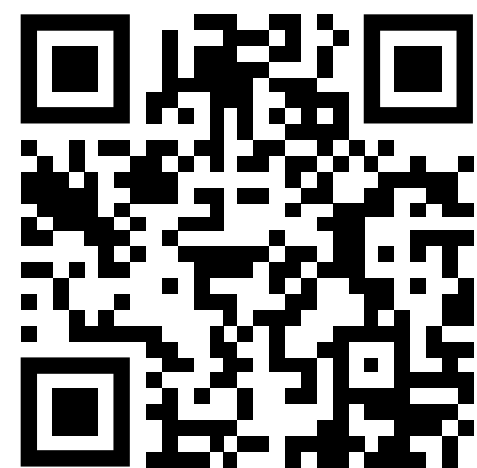


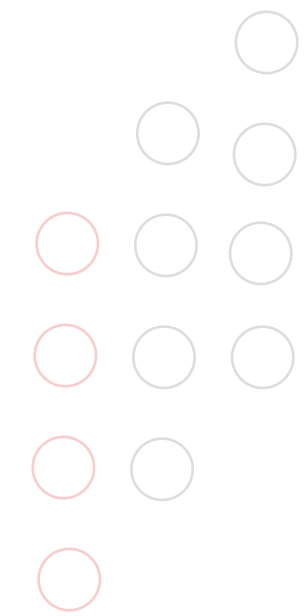
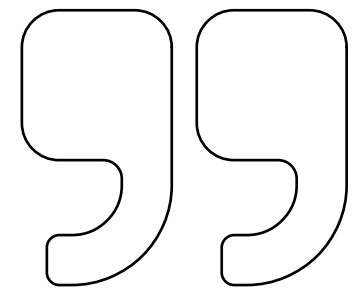


Name of the Brand: Asapp

Website: [asapp.com](https://asapp.com)

Case Study: [focuslab.agency/work/asapp](https://focuslab.agency/work/asapp)





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*A note to say thank you as we close [on a]  
partnership that resulted in something as  
innovative as it is befitting*

- Brad Stell,  
Head of Design, Asapp

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# *Real Thread*

# *Real Thread*

**Name of the Brand:** Real Thread

**Website:** [realthread.com](https://realthread.com)

**Case Study:** [focuslab.agency/work/real-thread](https://focuslab.agency/work/real-thread)

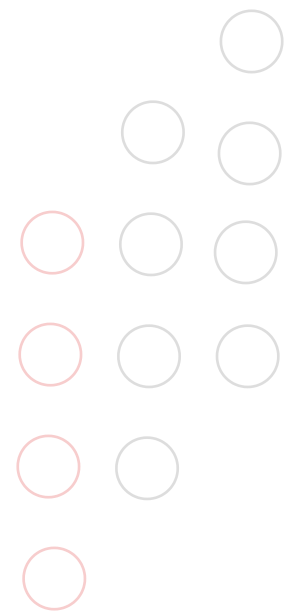




”

*The focus that you guys have on just brands is really awesome and helps the process and the experience on this side.*

- Dru Dalton,  
CEO, Real Thread



A top-down view of various stationery items scattered on a white surface. In the top right, there is a roll of orange tape. In the top center, the tip of a black pen is visible. On the left side, there is a brown Uni-ball pen and a white pen. In the bottom right, there are several wooden clothespins, some orange and some white, and the tip of a pencil. The word 'ZELLO' is centered in a bold, orange, sans-serif font.

ZELLO

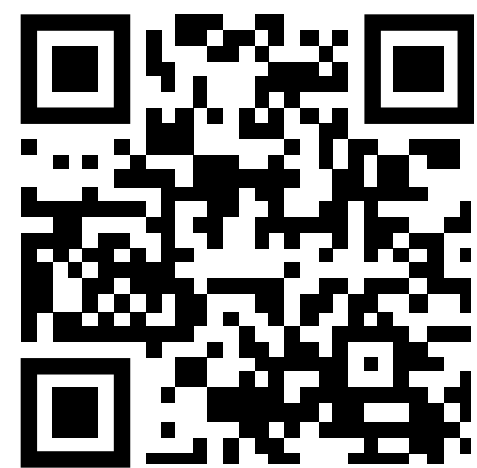


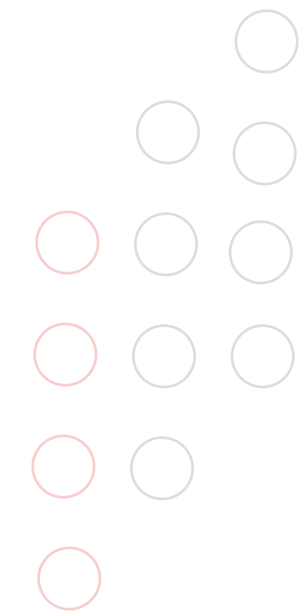
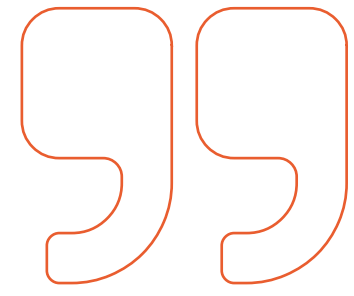
# ZELLO

Name of the Brand: **Zello**

Website: [zello.com](https://zello.com)

Case Study: [focuslab.agency/work/zello](https://focuslab.agency/work/zello)





*We are delighted with the result. The brand story  
and the visual identity phase have been  
remarkably effective*

**- Bill Moore,**  
CEO, Zello







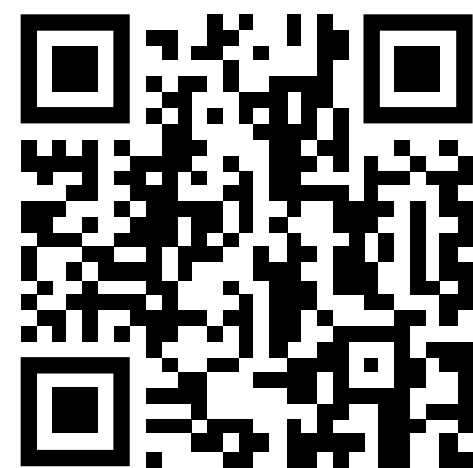
**15five**



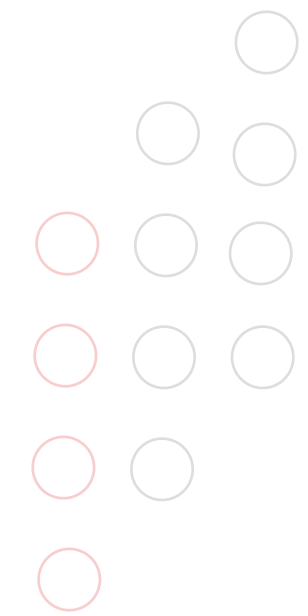
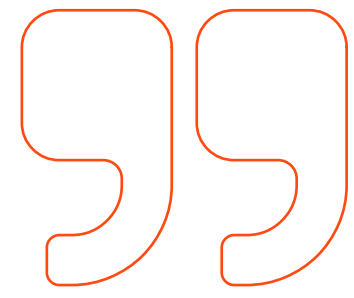
Name of the Brand: **15Five**

Website: **15five.com**

Case Study: **focuslab.agency/work/15five**







*We couldn't have done it without you, Focus Lab. You have been such an incredible partner over the past 12 months. Thank you to all of the amazing team who worked with us!*

*- Holly Kennedy,  
VP of Design, 15Five*





# TRU COLORS

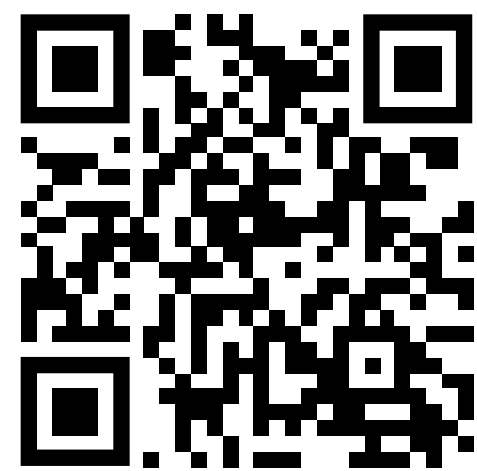


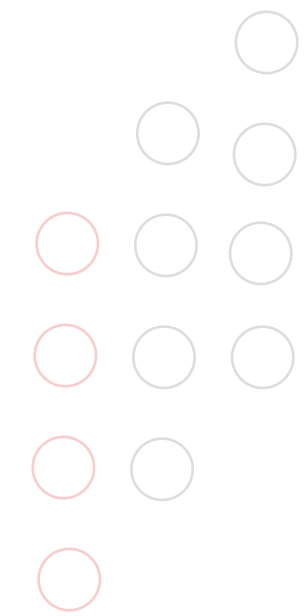
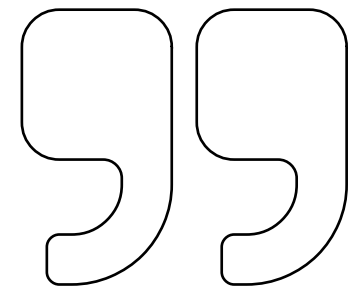
# TRU COLORS

Name of the Brand: Tru Colors

Website: [truecolors.co](http://truecolors.co)

Case Study: [focuslab.agency/work/tru-colors](http://focuslab.agency/work/tru-colors)





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*We fight against the odds every day to change perceptions — of ourselves and with others — and create unity to build a more prosperous and peaceful life for our families and our community*

- True Colors

.....







 **Keymaster**



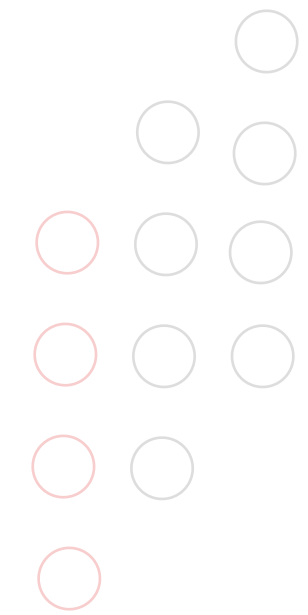
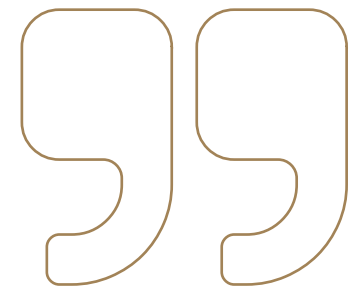
Name of the Brand: Keymaster Games

Website: [keymastergames.com](https://keymastergames.com)

Case Study: [focuslab.agency/work/keymaster](https://focuslab.agency/work/keymaster)







*The brand positioning work executed during this project was the deciding factor in a six-figure deal from Target, putting our latest game on their shelves.*

**- Kyle Key,**  
Founder, Keymaster Games





**Aptible**

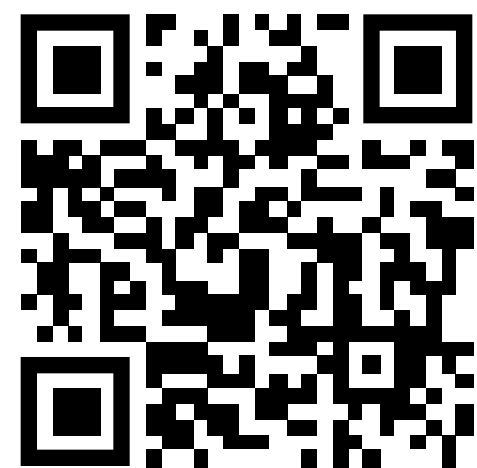


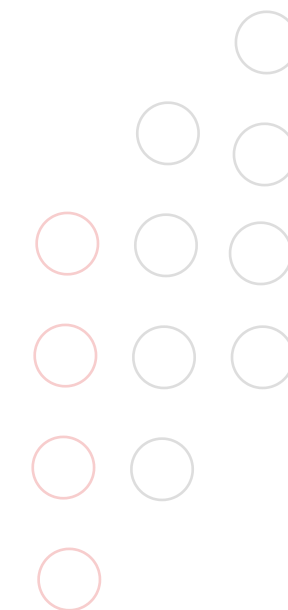
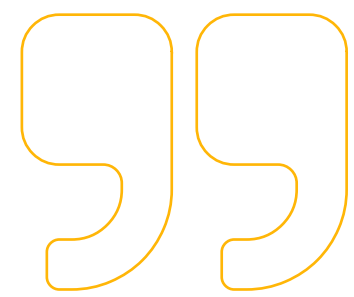


Name of the Brand: [Aptible](#)

Website: [aptible.com](https://aptible.com)

Case Study: [focuslab.agency/work/aptible](https://focuslab.agency/work/aptible)



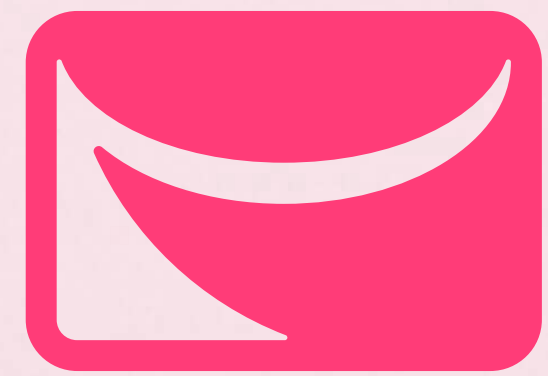


*I can't tell you how frequently it comes up from recruiting prospects, sales calls, to applicants for open positions. We stand out*

**- Skylar Anderson,**  
VP of Design, Aptible







**sendlane**





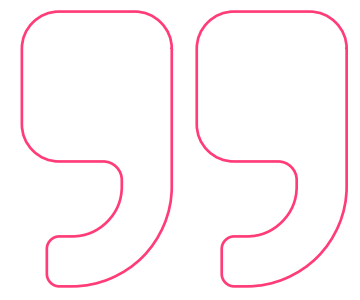
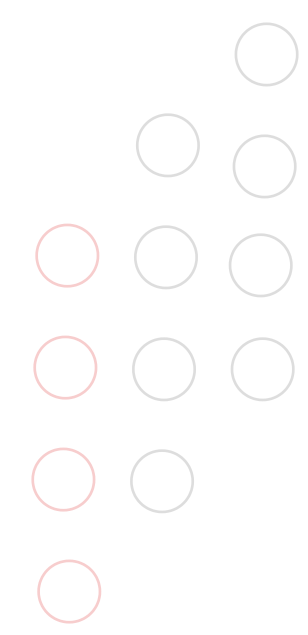
Name of the Brand: **Sendlane**

Website: [sendlane.com](https://sendlane.com)

Case Study: [bb.agency/project/sendlane](https://bb.agency/project/sendlane)







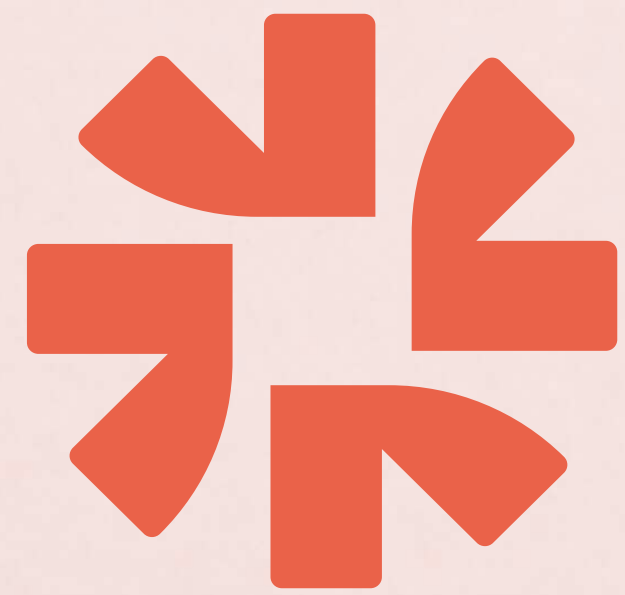
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*They're very experienced and know what they're doing as designers. If you listen to them, they will help elevate your brand and achieve your goals*

**- CEO, Sendlane**

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**haystack**

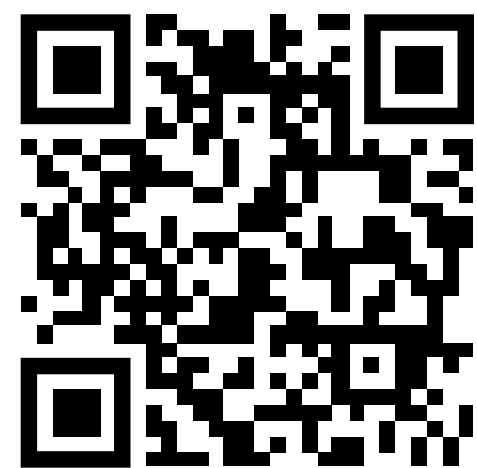




Name of the Brand: **Haystack**

Website: [haystackteam.com](https://haystackteam.com)

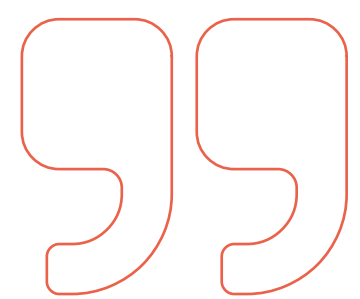
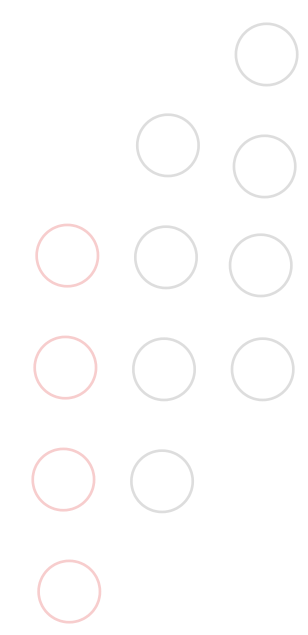
Case Study: [bb.agency/project/haystack](https://bb.agency/project/haystack)



Transform the way  
your company  
communicates

[haystackteams.com](https://haystackteams.com)





*Through collaboration, they delivered a project  
we are proud to call ours*

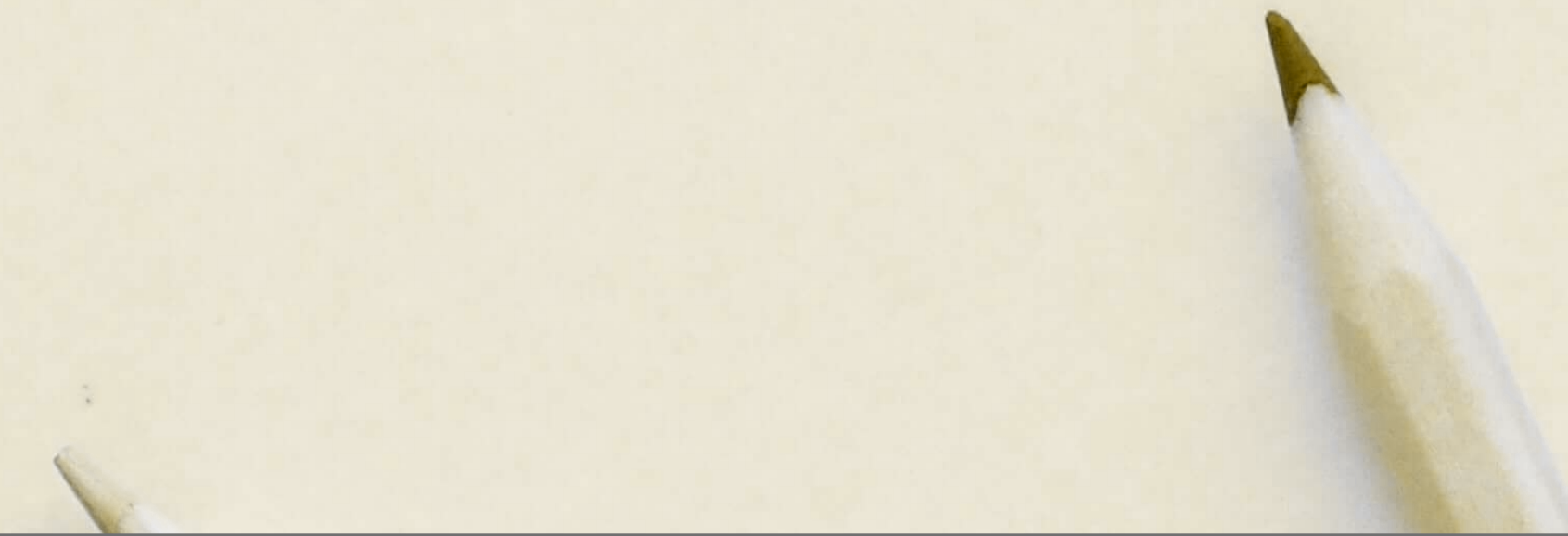
**- Product Designer, Haystack**







**IMMO**







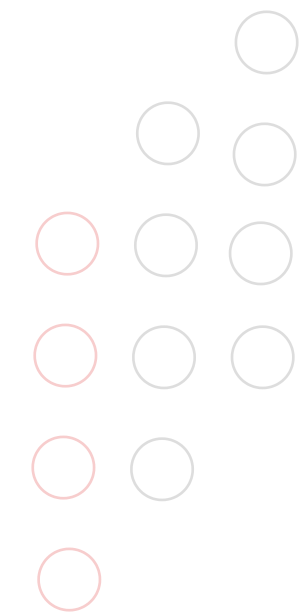
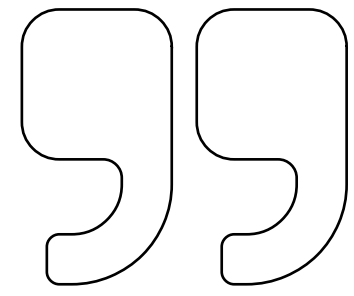
Name of the Brand: **IMMO Capital**

Website: [immo.capital](https://immo.capital)

Case Study: [bb.agency/project/immo-capital](https://bb.agency/project/immo-capital)








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*In collaboration with the IMMO team we created a new content strategy that was based on competitor research and user data. With these guidelines in place we were able to focus on the website architecture and customer experience.*

- IMMO Branding Team

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**DECODE**®

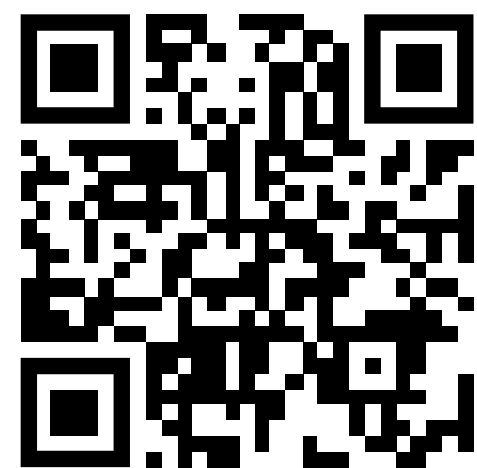


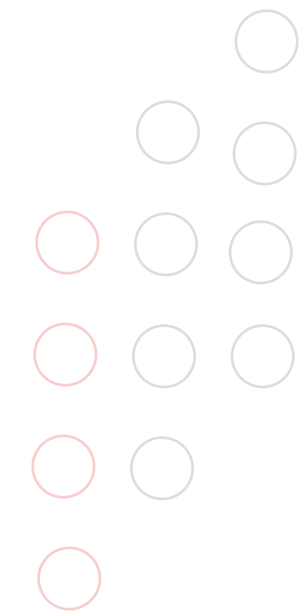
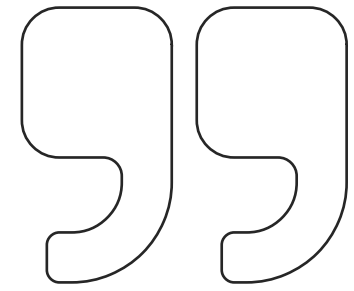
**DECODE**<sup>®</sup>

**Name of the Brand:** Decode

**Website:** [decode.agency](https://decode.agency)

**Case Study:** [bb.agency/project/immo-capital](https://bb.agency/project/immo-capital)





*They built perfect design & web guidelines for our in-house team to follow, exactly what we needed to maintain a consistent brand on multiple channels*

- Marko Strizic,  
Co-founder and CEO at Decode







ICONOSQUARE



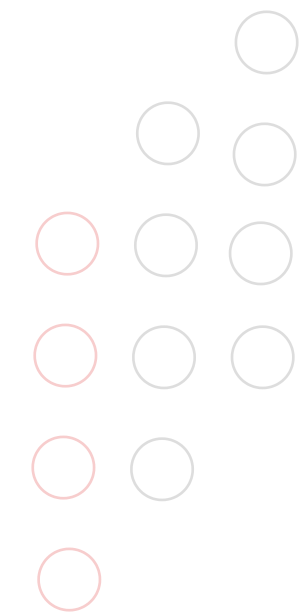
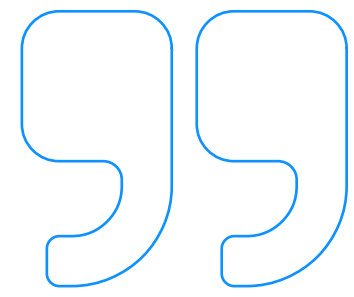
Name of the Brand: [Iconosquare](#)

Website: [pro.iconosquare.com](http://pro.iconosquare.com)

Case Study: [bb.agency/project/iconosquare-web](http://bb.agency/project/iconosquare-web)







*The updated website is big step forward – combining attractive design with a seamless, immersive experience. Tweaks to the feature categories and the onboarding experience have all contributed to making the sign-up experience easier, more enjoyable and more likely to convert*

**- Iconsquare Branding Team**





**Polco**

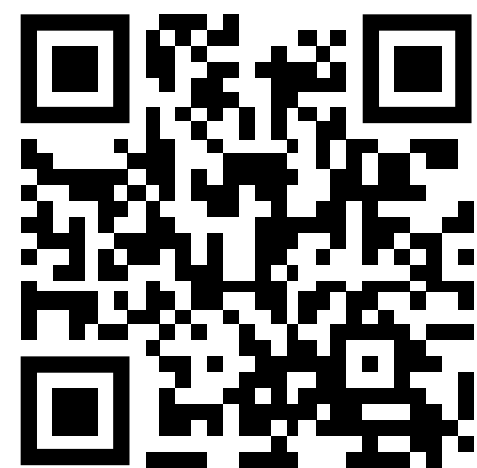


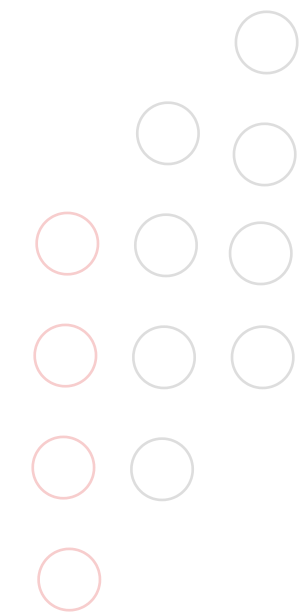
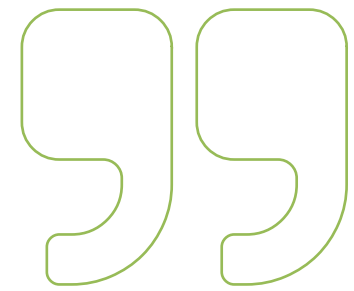


Name of the Brand: Polco

Website: [info.polco.us](http://info.polco.us)

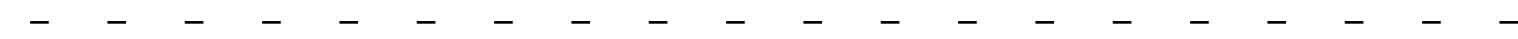
Case Study: [focuslab.agency/work/polco-nrc](http://focuslab.agency/work/polco-nrc)





*We explored a brand refresh for the joint company before pivoting to a more dramatic rebrand to capitalize on the exciting momentum of their newly combined strengths*

**- Polco Branding Team**





A top-down view of a white desk with various stationery items. On the left, there is a blue pen with 'uni' written on it and a white pen. At the top, a pencil and a roll of blue tape are visible. On the right, several blue and white clothespins are scattered. In the center, the text ')))· Frame.io' is displayed in a blue and black font.

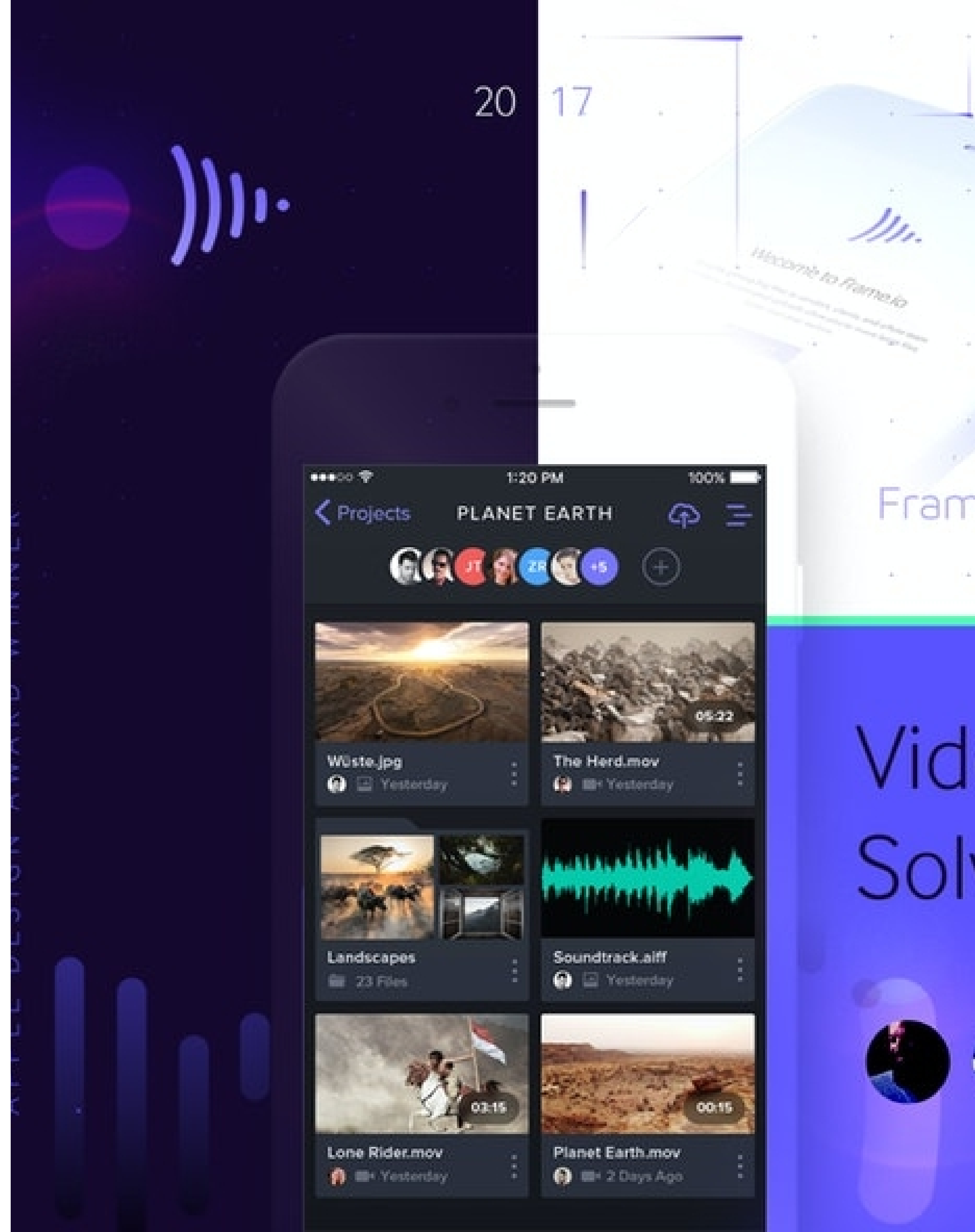
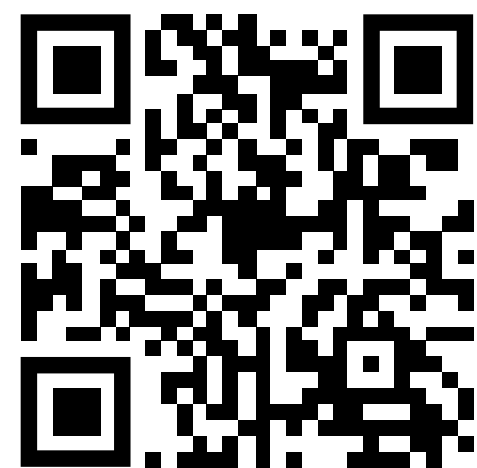
)))· Frame.io



Name of the Brand: [Frame io](#)

Website: [frame.io](#)

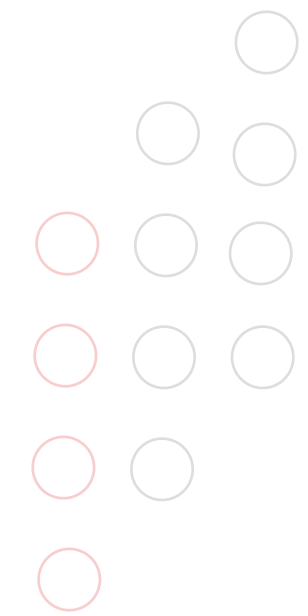
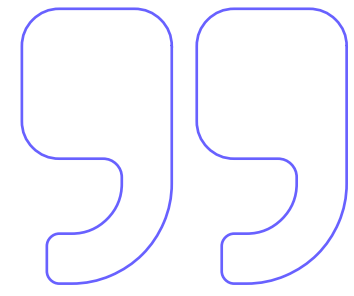
Case Study: [focuslab.agency/work/frame-io](#)



Vid  
Sol







*I love our new branding. Now that it's out in the wild and we've started replacing it everywhere, it just feels like the brand we've always wanted to represent ourselves to the world*

- Emery Wells  
CEO, Frame.io





**serverLess**



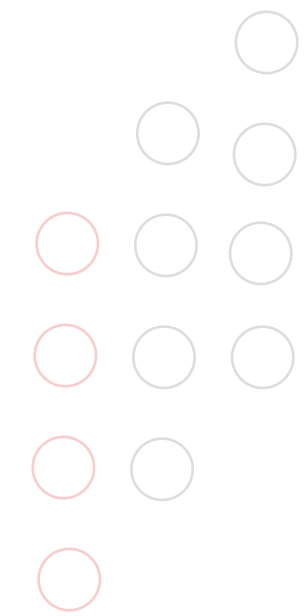
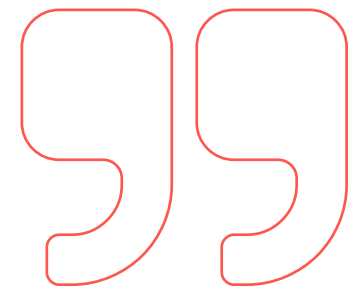


Name of the Brand: **Serverless**

Website: [serverless.com](https://serverless.com)

Case Study: [focuslab.agency/work/serverless](https://focuslab.agency/work/serverless)





*By designing simple, powerful content dressed in the brand's rabble-rousing uniform, we created a cogent and inciting user experience. Front-end development added dynamic shifts that helped unfurl the story of progress*

**- Serverless Branding Team**

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## Winding Up Our Branding Case Studies

*“Transfer your business values to the branding cup and serve them to your prospects, let them have delight”...*

Branding actually bridges the gap between you and your customers. So, branding cannot be taken for granted. It's a journey. After reading through these branding case studies, you would have understood how to effectively show off your branding on your packagings, postal cards, gift boxes, and anywhere & everywhere.



Ofcourse, be it anything, marketing, client management, resources management, branding leads the way! So, you cannot take branding just like that! Your brand needs a face for the world to see, and our smart & creative branding professionals at ColorWhistle can assist you through the way.

You can **reach us** via message or call us at **+1 (919) 234 5140** (or) **+91 (944).278.9110**. Let's together sculpt your brand identity! :)

