

● New Logo Design



**Client**

Van Wert Chamber of Commerce

**What this organization does?**

The Van Wert Chamber of Commerce works to help promote business.

**Objective:**

To create a new brand identity to represent the Chamber's progressive attitude for working with area businesses.

**Challenge:**

The challenge was creating a new identity that would convey the progressive desires of the director and marketing committee yet have a conservative look for the traditional businesses they serve.

**Special Tactics:**

Brand It Marketing Communication met with the marketing committee to listen to their specific needs and desires to create a brand for the established chamber.

Services performed:

- Strategic consultation and presentation on brand identity
- Development of new identity and tagline
- Design and printed business collateral pieces
- Promotional products, stone coasters, domino sets

**What the client has to say:**

*Brand It Marketing Communications listened to what we wanted for a new logo. We couldn't be more pleased with the result. Twyla is so creative and designed a logo that shows growth and strength for our organization.*

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● Membership Plaques



● Business Essentials



● Promotional Items

