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ideas

think big

*Brand identity is your most critical corporate asset. Effective branding can often dictate success or failure. So when it comes to your brand and corporate identity-think **BIG!***

***IDEAS BIGSM (Brand Identity Group)** is a Chicago-based brand consultancy dedicated to excellence in brand strategy and identity development. We assist Fortune 500 companies and start-ups alike in achieving branding breakthroughs. For new products. Mergers and acquisitions. Corporate repositioning. Brand architecture. And more.*

how **big**



Effective branding doesn't just happen.

IDEAS BIG offers a variety of services

that are customized to your unique branding scenarios. Every engagement starts with some level of Brand Identity Audit™. Our strategists work in partnership with you to discover the insights and opportunities that drive your brand strategy.

strategic brand development
brand revitalization

logos, graphic themes, stationery systems
graphic standards and usage guidelines

brand measurement and ROI
identity launch and implementation
internet branding
packaging

brand advertising
naming and trademarks

brand
new
thinking

results

IDEAS BIG has created award-winning brand identity for billion dollar corporations and aspiring billion dollar brands. Our branding strategies have launched successful new products, helped major corporations increase stock valuation, and achieved venture capital financing for start-ups.

>>nobel biocare

corporate logo,
identity standards,
new product launches



>>win practice performance

corporate identity,
naming,
logo,
stationery,
integrated marketing,
winner – bma tower award



>>snap active

corporate identity for start-up,
logo, stationery,
website,
powerpoint,
winner – bma tower award

>>fc lighting



corporate rebranding,
logo,
stationery system,
product launch,
integrated marketing,
winner – bma pro comm award
american business "stevie" award

>> *iconic concepts*

*logo,
stationery systems,
e-commerce website*

>> *concentra*



*logo,
divisional brand architecture,
identity standards,
stationery systems,
integrated marketing,
winner – bma tower award*



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Contact **IDEas BIG** today, and request a Free Brand Insights™ analysis that measures key brand parameters, and provides preliminary brand strategies.