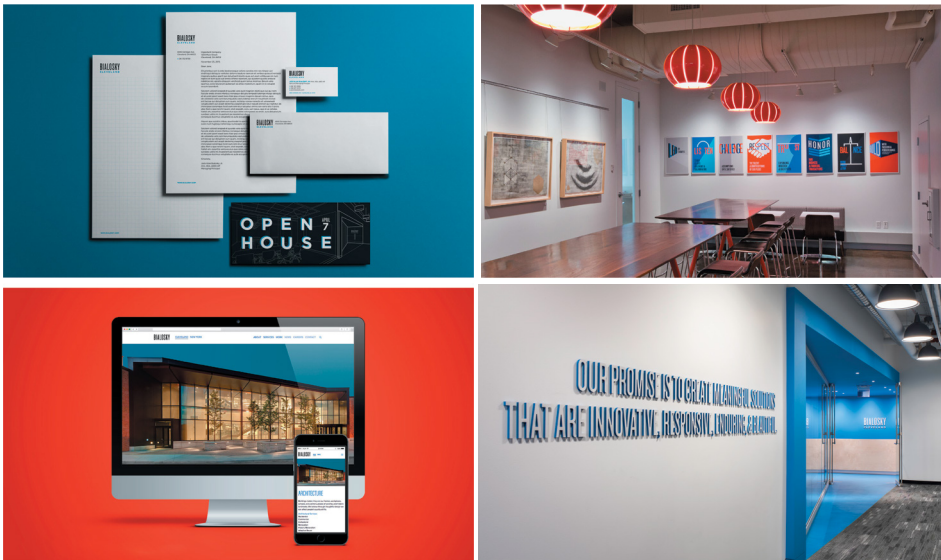


MARKETING COMMUNICATIONS AWARDS

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BIALOSKY

CLEVELAND



Bialosky Cleveland, Cleveland, OH
Award of Excellence, Corporate
Identity-Rebranding Category

2017 Corporate Identity-Rebranding Category Award of Excellence Winners

In this issue, we feature the Corporate Identity-Rebranding Category winners from the 2017 SMPS Marketing Communications Awards (MCA) program. Bialosky Cleveland, from Cleveland, OH, won the Award of Excellence for its head-to-toe brand refresh.

GOALS: Bialosky's objective in the rebrand was strategic differentiation in the design field, and it had two overarching goals: to attract and retain top talent, and to curate exceptional compatible clients. Additionally, it hoped that rebranding would strengthen the firm's culture, reinforce its reputation, and clarify its mission and values.

The unexpected cornerstone of the rebranding was the strategic name shift from 'Bialosky + Partners Architects' to simply 'Bialosky Cleveland.' Although the firm didn't intend for a name change when it set out, the change grew organically out of the logo design process, which illuminated the fact that Bialosky was no longer made up solely of architects, but also interior designers, graphic designers, urban planners, and engineers.

TARGET AUDIENCE: The integrated rebrand was intended to reinvigorate clients and prospects who already knew the firm, and inspire those who didn't. Overall, the reach was fluid, with a special focus on boosting awareness regionally. Specifically, an Open House attracted over 500 people—Bialosky's family, peers, collaborators, consultants, and existing and prospective clients.

RESEARCH, PLANNING, AND IMPLEMENTATION: Leadership assembled a team best suited to author Bialosky's new graphic identity, in concert with a formalized mission and values. The firm first identified weaknesses with the previous brand as they solicited critiques internally and externally (from peers and marketing professionals). Findings included inconsistent voicing,

the name failing to be inclusive, and an aesthetically dated look. The firm employed case studies to understand successful architecture/design brands and messaging before embarking on the journey. The logo design process began with a series of rough sketches exploring the basics of graphic identity: typography, mark, and color. As these initial concepts were explored and refined, Bialosky paired down each iteration more and more until it landed on the final mark.

MESSAGING: The final mark is a bold typographic treatment, stating simply "who we are" and "where we're from." Bialosky Cleveland's core values bring clarity to how the firm practices architecture and how individuals act: Lead, Listen, Respect, Challenge, Trust, Honor, Balance, and Build. Its mission statement greets you at the entry to the office, "Our promise is to create meaningful solutions that are innovative, responsive, enduring, and beautiful."

RESULTS: While the roll out of Bialosky Cleveland's new identity is still fresh, its impact was instantaneous. The rebrand sparked unprecedented staff growth, nearly doubling the firm's size, from an office of 35 architects to an office of 60 multi-disciplinary designers. An Open House resulted in a client hiring the firm on the spot to brand a restaurant and hotel. Since the rebrand, Bialosky has caught the attention of new national clients with powerful missions, including Medical Mutual and EDWINS Leadership Institute. ■

WINNERS OF THE 41ST ANNUAL MARKETING COMMUNICATIONS AWARDS will be announced at Build Business in San Diego during The Evening of Excellence on Thursday, August 16. Winners also will be posted at smps.org/mcagallery.

HAFER

architects • designers • engineers

Hafer, Evansville, IN
 Merit Award, Corporate
 Identity-Rebranding Category



HAFER

architects • designers • engineers

NAC

ARCHITECTURE

NAC Architecture, Seattle, WA
 Merit Award, Corporate Identity-
 Rebranding Category



NAC

ARCHITECTURE

SASAKI

Sasaki, Watertown, MA
 Merit Award, Corporate
 Identity-Rebranding Category

