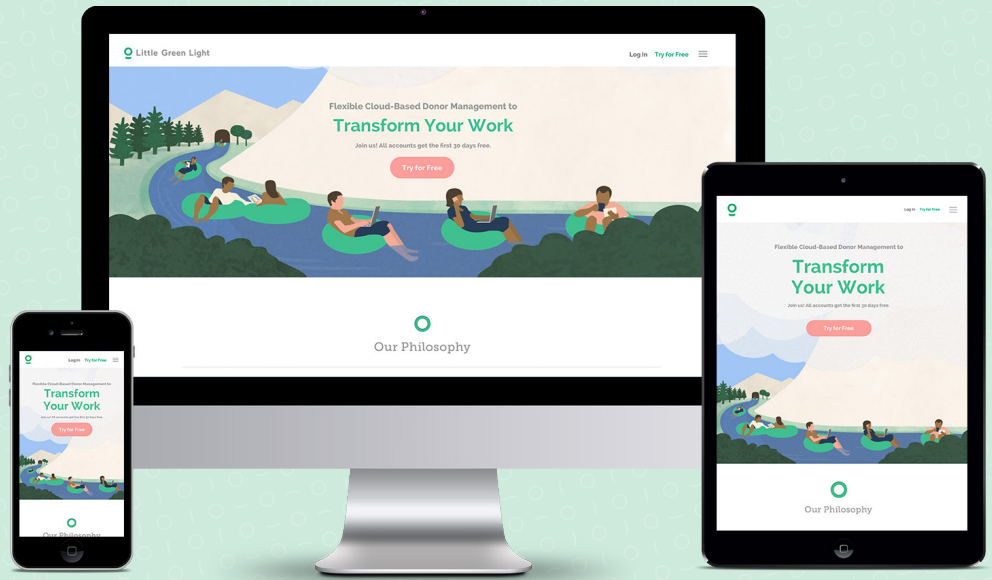


▲10% INCREASED
WEB TRAFFIC

▲14% INCREASED
SIGN-UPS



► Brand Strategy

► Identity Design

► Copywriting

► Custom Responsive
WordPress Theme

► Custom Illustrations

► Digital & Printed Collateral

► Trade Show Graphics

"Prior to our work with Kari, we each individually had a piece of the brand picture, but once our work with Kari was completed, the pieces came together to provide a comprehensive picture that each of us can use to stay consistent in our messaging and in our company's future growth."

TIMI PACCIORETTI

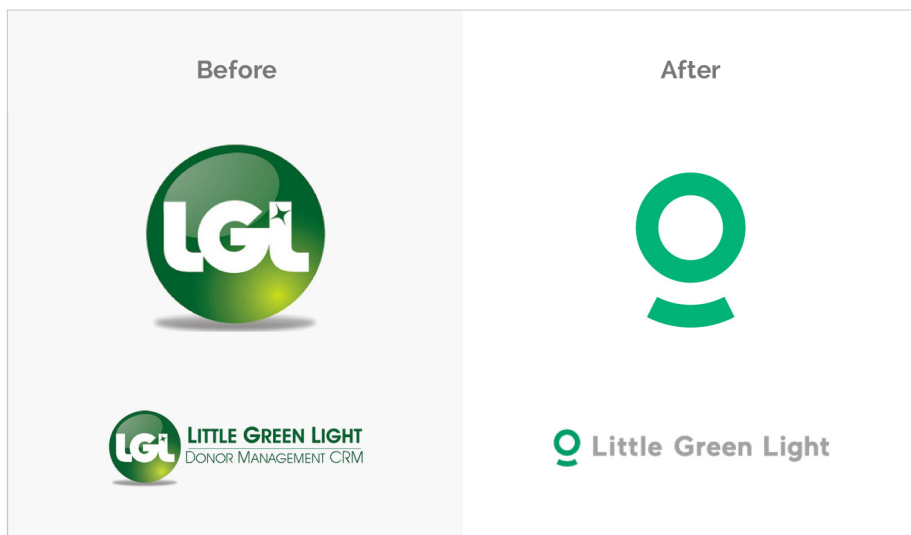
Senior Marketing Manager

LITTLE GREEN LIGHT is a flexible cloud-based donor management system. Just before their tenth anniversary, they hired us to position them as a major contender for nonprofits in the relationship management software space. It was clear from their high retention rates and collection of hundreds of ecstatic testimonials that their product was hitting all the right pain points. Now it was time to scale their success without putting too much strain on their nimble team.

Our tasks were to solidify their **brand messaging**, refresh their **visual identity** and redesign their website with a custom responsive **WordPress theme** that their in-house marketing team could manage on their own. To increase sign-ups through their website, we first needed to unify what their brand stood for and develop the written and visual language to express this message cohesively.

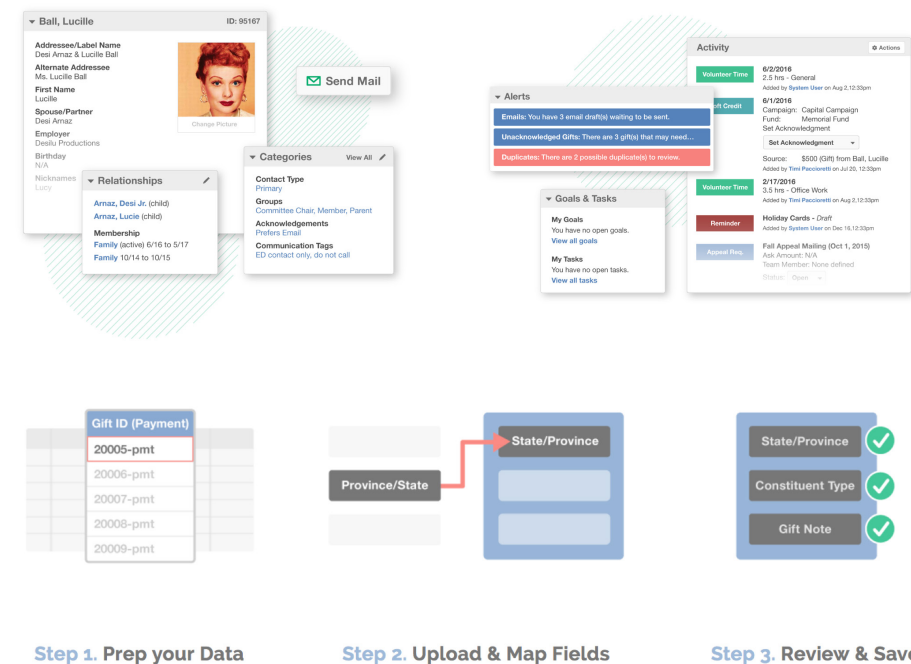
Defining their brand required us to clear away anything that didn't support or add to their message. We examined user feedback, dug into their business model, analyzed the competitive landscape, and discussed the vision for their company with each of the five core team members. Hours of conversation and research were whittled down to three simple words: **people**, **data** and **simplicity**. This focused concept became the foundation for their logo redesign and marketing content.

Our in-depth review for their brand strategy also led us to uncover obstacles in their communication that had deterred sign-ups and increased customer support inquiries. We addressed this by proactively answering common questions and concerns using the architecture and flow of the website, and adding illustrations of their platform's migration process and its most important features. ► ► ►



◀ Bringing Meaning to a Mark

Their original logo suffered from a series of common technical no-no's: a drop shadow, type that can easily become illegible at small sizes, and extraneous elements that don't contribute to the meaning, such as the sparkle. Using an acronym made them prone to a sense of corporate detachment, which was in direct contradiction to the Little Green Light brand. We reintroduced their full name as the standard, and removed all instances of the less personal "LGL." The new logo took on the essence of a light, a profile icon and a lowercase 'g.'



◀ Illuminating the Product

To explain the platform, we cherry-picked specific modules, redesigned and illustrated them to match the new identity, and grouped them according to how they might be used together to achieve common tasks. This, along with callouts that explained the features or benefits, created a friendlier and pithier sneak peek of the platform's practical functionality.

THE RESULTS OF THE REBRANDING and website redesign were clear—Little Green Light's message was on point and well-received by new and existing customers. Within months of launching, **web traffic increased by 10%** and **new user sign-ups increased by 14%**.

The branding process works best when it is allowed to permeate an entire organization and be used as a guide for making strategic business decisions. Little Green Light's openness to the experience of a thorough brand audit and repositioning invigorated their business and facilitated their substantial growth in a matter of months.

"Kari did a wonderful job of really listening to our needs, providing valuable insight, but ultimately giving us the space to determine what the right direction was for our team."

TIMI PACCIORETTI
Senior Marketing Manager