

INFRASTRUCTURE ENGINEERING, INC.

Overview

Infrastructure Engineering, Inc. (IEI) provides civil, traffic and transportation engineering services for public and private infrastructure development projects throughout the Chicago Metropolitan area. Since 1997, the staff of IEI has grown from two full-time and three part-time employees to more than 90 full-time professionals. The firm's goal was communicated to RPM as: "to become one of the preeminent professional consulting engineering firms in the country."

Challenge

Initially RPM was only asked to provide Website Content Development services to the company. Upon taking a look at their current Website project, it was apparent that we could better help the client meet their stated objectives by freshening up the corporate identity, including collateral materials and the existing Website before developing new content. We also recognized the need for branding and internal consistency of communications. We recommended that they consider developing internal and external newsletters at some point in the future to help solidify the brand proposition for all constituents.

Solution

We conducted a S.W.O.T. Analysis and brand workshop with firm leadership and key marketing staff to re-evaluate their existing logo design. Utilizing the input we received, several iterations and color palettes were developed and submitted for evaluation.

Components from three different iterations were combined to arrive at the final "look". We then worked with their leadership and staff to develop a representative tagline, "Integrity Excellence, Innovation" (IEI,) and to revise the mission statement:

All identity elements were finalized and collateral materials were designed (letterhead, business cards, executive stationery, etc.) along with the redesign of the Website and its content.

www.infrastructure-eng.com

When work was completed standards of usage were created and both digital and print versions were turned over to the company.



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