

Bringing Clarity to a Growing Brand



OVERVIEW

Honeycomb helps businesses bring greater clarity to their brand, communication and digital presence, combining strategy, creative and execution within one connected team. We work closely with internal teams to solve communication challenges as their brands evolve.

In this engagement, we brought an evolving brand's identity, communication and digital presence into closer alignment through brand guidelines, communication strategy and website development, creating a clearer foundation for future communication.

THE CORE CHALLENGE

- **Inconsistent Communication:** Different touchpoints did not always present the brand in a consistent way.
- **Unclear Positioning:** The brand's positioning needed to be sharper and easier to communicate.
- **Limited Logo Flexibility:** The existing logo was difficult to use across different applications.
- **Misaligned Direction:** The existing agency was not fully aligned with where the stakeholders wanted the brand to go.
- **Growing Brand Needs:** The brand needed a system that could stay consistent as it continued to evolve.



OUR APPROACH

- **Brand Guidelines:** We created clearer rules for how the identity should be used across applications.
- **Communication Strategy:** We defined a stronger direction for how the brand should communicate.
- **Digital Experience:** We redesigned and developed the website around the intended brand direction.
- **Connected System:** We brought identity, communication and digital experience together rather than treating them separately.



THE OUTCOME

- **Clearer Brand Direction:** They now have a more defined foundation for how they should be presented.
- **Better Digital Alignment:** The website reflects the intended brand positioning more closely.
- **Greater Consistency:** Brand guidelines created a clearer system for applying the identity across touchpoints.
- **Stronger Brand Foundation:** Bringing guidelines, communication strategy and the website together created a system that can support the brand as they evolve.

THE RESULT

A clearer, more consistent brand system with the identity, communication and digital experience working in the same direction.

Bring your brand, strategy and communication together.

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