

LETTERHEAD PACKAGE



BUSINESS CARD



COLLATERAL FOLDER



The place makers.

- architects
- land planners
- landscape architects

CLIENT Bird Houk Collaborative
PROJECT Branding and Identity Package

Approaching their tenth anniversary, Bird Houk Collaborative had a strong presence in their field, but still wanted to update and solidify their brand image. They came to Fekete + Company through Companies Are People Too (CAP2), our revolutionary branding tool. We used CAP2 to articulate a brand identity for Bird Houk, then used that identity to govern development of an identity package including:

- Logo
- Tagline
- Letterhead package
- Business card
- Collateral folder

Results and Significance:

Bird Houk Collaborative can rely on a strong identity to convey a consistent and positive message in all communications.