



Oz: The Journal of Creative Disciplines / Jan-Feb 2002



FIREFLY FACILITATES ITSELF

They wanted to create a name with a little more leverage – because first impressions count and if anyone should know that, they should. Douglas Consulting Group still does the same things but now under a different name, a name that better reflects what they do and the services they offer. Now known as FireFly Facilitation, the company will continue to offer strategic planning, team building, retreats, problem solving, employee focus groups, department conflict, and resolution intervention.

"FireFly is a natural evolution of our business," said President Kimberly Douglas. "Over the years, we've gained a reputation for being able to capture the energy of a group of people who share a common goal and show them how to release that energy back into the business in the form of tangible results that have high impact."

Rebranding was the result of a collaboration between local entrepreneurs – Linda Travis, a personal branding strategist, and Linda McCulloch of Design that Works Communications Inc., who designed the logo, website and corporate identity to accompany the new energetic name.

CREATING A HIGH-FLYING BALL OF LIGHT FROM STATIC ELECTRICITY

Corporate Identity Duo Packs a 1-2 Punch

What is so distinctive about your business that you could translate it into a marketable point of difference? For Douglas Consulting Group, it was the exuberance with which they facilitated high-impact initiatives. But you'd never know it by their old name.

Punch #1: Clear Brand Strategy

Buried behind a generic "consulting" title and a varied palette of services was the static electricity just waiting for someone to recognize it, call it by its name, and lift it front and center. That was the handiwork of brand strategist Linda Travis, who tapped into this facilitation powerhouse to evolve a clear and defining brand message for the company: **FireFly Facilitation. Capturing energy. Facilitating results.** From web site content to the President's biographical sketch, the energy level was raised in each communication to reinforce a consistent message.

Punch #2: Distinctively Different Look

The brand had only begun to be re-born as FireFly. Now we needed to build a look and feel that balanced the serious business of facilitation with the imagery of a firefly. Enter Linda McCulloch of Design that Works Communications, Inc. to visually bring that distinction alive. The letter "F" became the figure of the facilitator, balancing the energy of the firefly within a delicate grasp. This image, instantly conveying the brand's message, was extended to the web site design to launch the new identity with a consistent and vibrant look (to see the identity package in color, go to www.greatdesignthatworks/logos/htm).

Knock Out: Record Sales

"The company experienced record sales in the two months after rebranding. I attribute these results not just to the great new look, but to the fact that my confidence and clarity about the business have soared, now that the brand image truly represents our business focus."

Kimberly Douglas, President, FireFly Facilitation

Is your corporate identity, well, unidentifiable? Are you ready for an identity in the marketplace that will earn its keep? Then put Linda and Linda to work for a knockout performance! Contact either Linda for more details:

Linda Travis – 404.325.7959 or LTravis@PersonalBranding.CC

Linda McCulloch – 770.493.7154 or linda@greatdesignthatworks.com

FireFly Facilitation's corporate identity was featured in the "Ozcetera" section of the January/February 2002 issue of Oz, The Journal of Creative Disciplines. To find out more about Oz or to subscribe, call 404.633.1779 or visit their web site at www.ozonline.tv