



BERNHARDT FUDYMA DESIGN GROUP
Thinking about brands in transition.

Changing the face of communications.

How the organization that sponsors the prestigious Matrix Awards leveraged its brand identity to better reflect its dynamic membership.

CONTEXT

WOMEN WHO CHANGE THE WORLD

Founded in 1929, New York Women in Communications empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications. Its membership is made up of students, professionals at all levels and a growing number of entrepreneurs.

The organization also sponsors the Matrix Awards which has been recognized by New York's communications and entertainment community as one of the most outstanding events of the year.

The organization's previous logo was a difficult to pronounce acronym that had no visual correlation to the identity of its flagship event.



New York Women in Communications, Inc.



As the organization's membership and offerings continued to grow and its communication efforts increased, it enlisted the Bernhardt Fudyma Design Group to develop a more dynamic, professional and cohesive brand identity that would not only increase the overall recognition of their name, but also better define and leverage their relationship to the Matrix Awards.

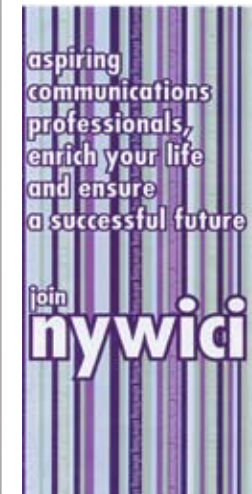
CONTEXT

THE SITUATION

Communication efforts were handled by a changing team of volunteers enlisted to promote various events and recruit new members. However, without clearly defined graphic standards, overtime, the array of materials produced created an erratic brand identity inconsistent with the organization's reputation for being the premier organization for female communications professionals.



Although the teal and violet of the existing logos were used as a general color theme, there were no guidelines for the use of type fonts, imagery or other graphic elements.



CONTEXT

DISCOVERY

PREPARING FOR THE MAKEOVER

After an audit of their existing communication materials and discussions with the rebranding team, we prepared a palette board that reflected the gestalt of their vision for the organization's new persona and would guide our thinking as we moved into the design development phase.



CONTEXT

DISCOVERY

SOLUTION

SEEING DOUBLE

While thinking about how to visually relate the two identities, we noticed that we could utilize 'mirror image' icons of the key initials in each name. This intrinsically linked the logos and created an immediate association of the two entities in the mind of the viewer. A simple, vertical underlying grid based on a standard width for the initial icons provided consistent scaling, multiple placement options and overall page layout possibilities that could accommodate any document format or content configuration.



CONTEXT

DISCOVERY

SOLUTION

PROJECTING THE RIGHT IMAGE

We specified that, whenever possible, imagery should be photography of women that reflects activity, energy, movement and professionalism. Also, other than portraits of specific people (ie. award winners, speakers, organization members, etc.), photos should be cropped to create more dramatic and energetic visuals. A palette of such images was established to serve as a touchstone for the production of future communications.



When such imagery of women was not available, simple, subtle textures or objects applied in an abstract manner can be used to create interest to otherwise empty fields within a layout.

CONTEXT

DISCOVERY

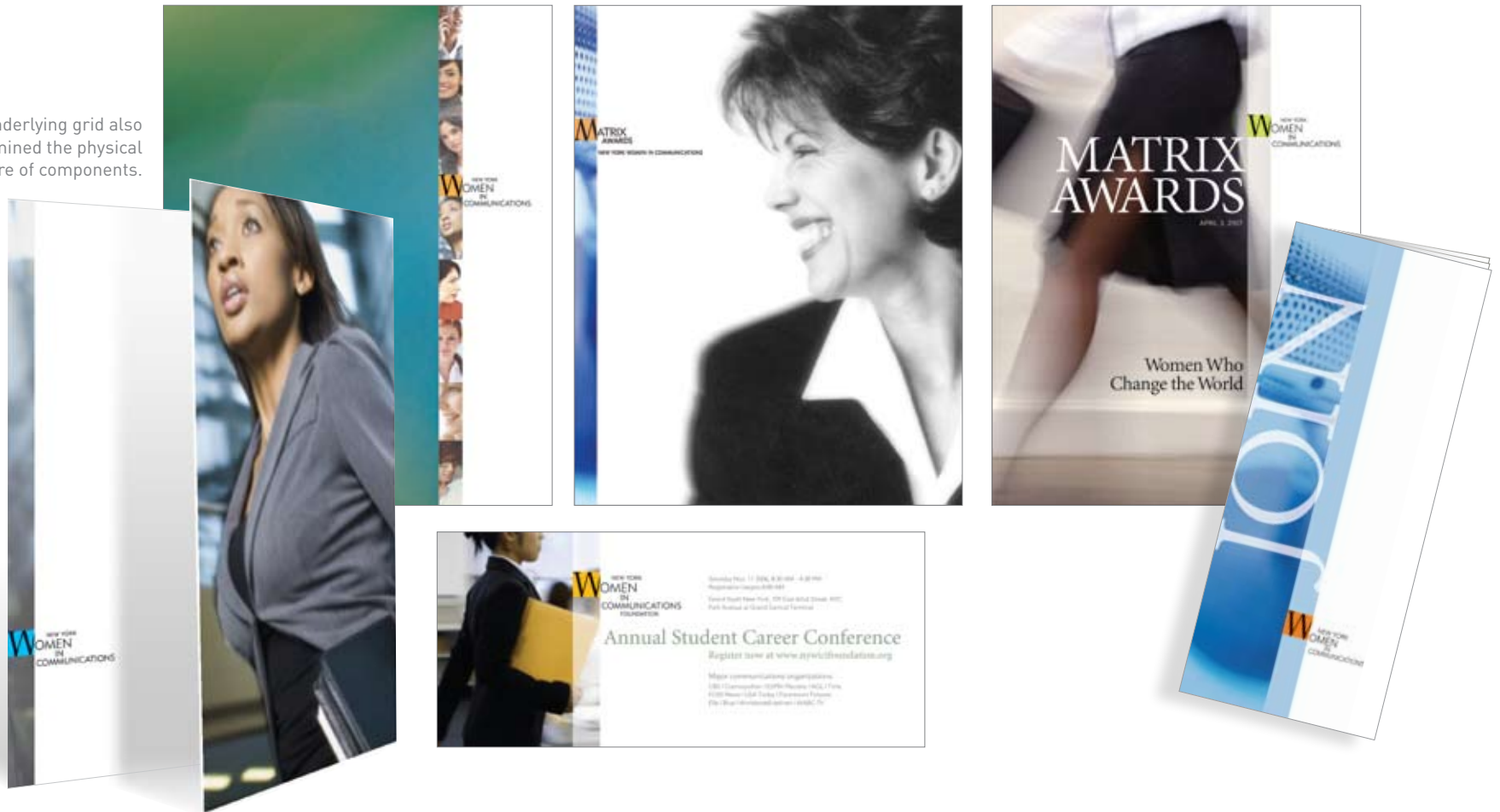
SOLUTION

APPLICATION

ASSEMBLING THE BRAND ELEMENTS

By combining the various possibilities of page architecture, imagery, color and typographic styles, any type of layout or format can be achieved.

The underlying grid also determined the physical structure of components.



CONTEXT

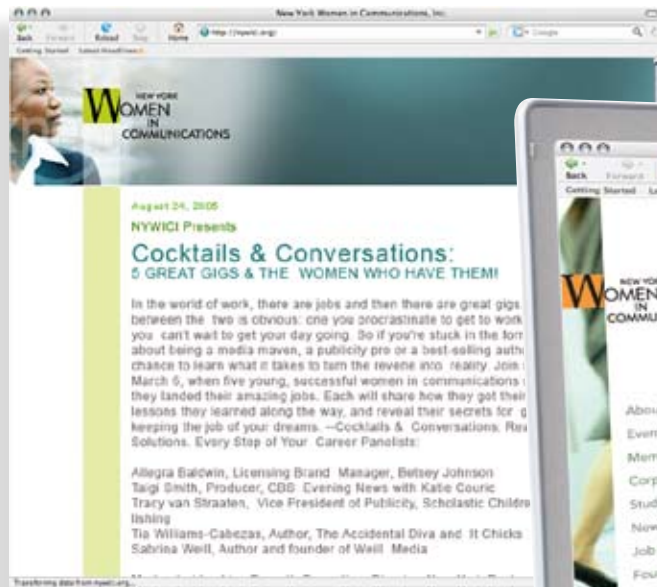
DISCOVERY

SOLUTION

APPLICATION

COMMUNICATING ONLINE

The brand elements easily extrapolate to the web, email blasts and other on-screen mediums.



CONTEXT

DISCOVERY

SOLUTION

APPLICATION

IN THE MEDIA

The new branding also transformed the organization's print advertising and publishing efforts.



The organization's flagship quarterly magazine was easily retrofitted to the new branding by its regular designer.

CONTEXT

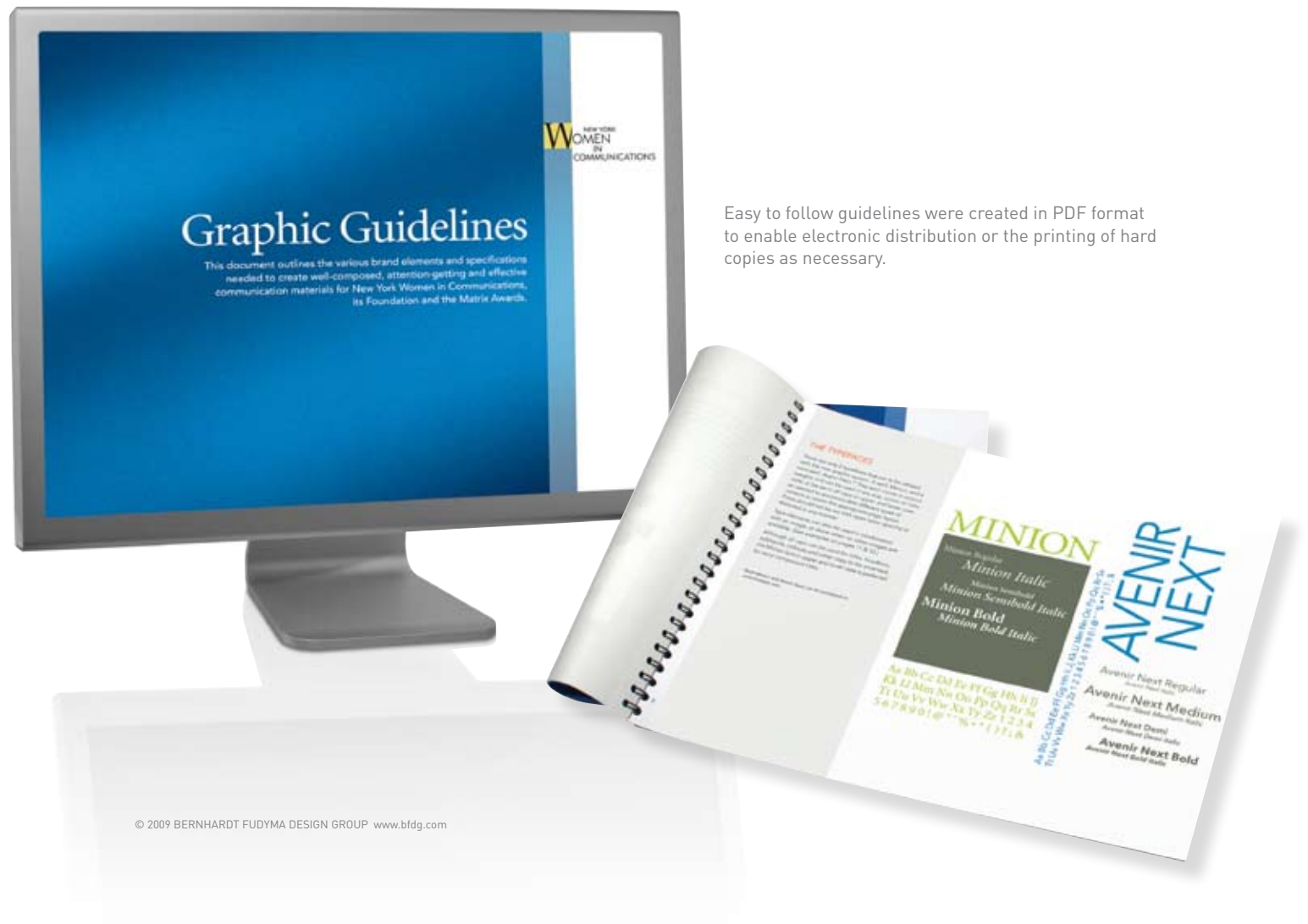
DISCOVERY

SOLUTION

APPLICATION

INSTRUCTIONS FOR USE

The final step was to document the new brand system and return the design of the organization's communications to internal resources.





THE RESULT

While our old materials served us well, the new edgier, more contemporary style better reflects the persona of our dynamic membership. Bernhardt Fudyma helped our organization elevate its brand to the next level.

Maria Ungaro
EXECUTIVE DIRECTOR

WHAT ABOUT YOU

The Bernhardt Fudyma Design Group creates branding and graphic solutions for organizations in transition – whether due to acquisitions or mergers, expansion into new markets, or the need for increased visibility or differentiation in existing markets. Each brand identity project we've encountered has inspired the client to move beyond business as usual and the results can be invigorating.

We look forward to helping you do the same.

To learn more about this and other brand positioning and identity systems created by BFDG contact Craig Bernhardt:
Craig@bfdg.com
212.889.9337



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