

brevitr

TO [THE POINT] BRANDING



PAIN POINT: Old, tired brand was hurting sales and brand perception.

MLC's old visual brand was misaligned with who they've become today. Moving into larger clients and opportunities Breviti created a brand that broke the mold of stoic consulting firms into an energetic brand that conveyed empowerment of their clients and corporate performance across the board of 4 redefined categories:

1. Building people.
2. Refining processes.
3. Sustaining technology.
4. Improving facilities.



“ Breviti’s insight and their ability to craft positioning, the brand and messaging was pretty amazing. You’ve simplified everything and the results are outstanding. ”



Prashant Kumar, CEO, MLC