

# 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