

VISUAL BRANDING

EXAMPLES



CASE STUDY

BELSER LAW FIRM

Belser Law firm is a fourth-generation-led firm offering legal expertise in complex civil litigation, estates and probate, business law, and land use & property law.

The Challenge

At a point of transition in generational leadership, Belser Law Firm wanted to put forth an approachable image and focus attention on the strengths of the organization.

The Solution

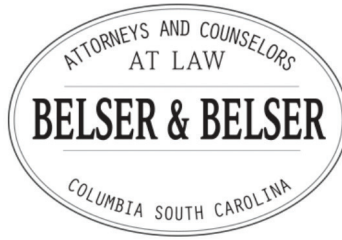
- We delivered a full visual rebrand by walking the client through a series of workshops and aesthetic reviews. The result is a visual brand that represents the firm's approachability, determination and can-do attitude.
- Based on SEO research, we recommended a list of blog topics for the firm's knowledgeable attorneys to address; and reviewed each blog entry for opportunities to insert popular search terms.
- We directed a photo shoot to gather personality photos and authentic location images that highlight the firm's people and its dedication to its home region.



"Beam & Hinge made developing our new visual brand and website an interesting and enjoyable experience. They asked thoughtful questions, provided solid guidance, and kept the project moving despite our team's busy schedules. We love our new look!"

Freeman Belser

BEFORE



AFTER



BELSER
LAW FIRM

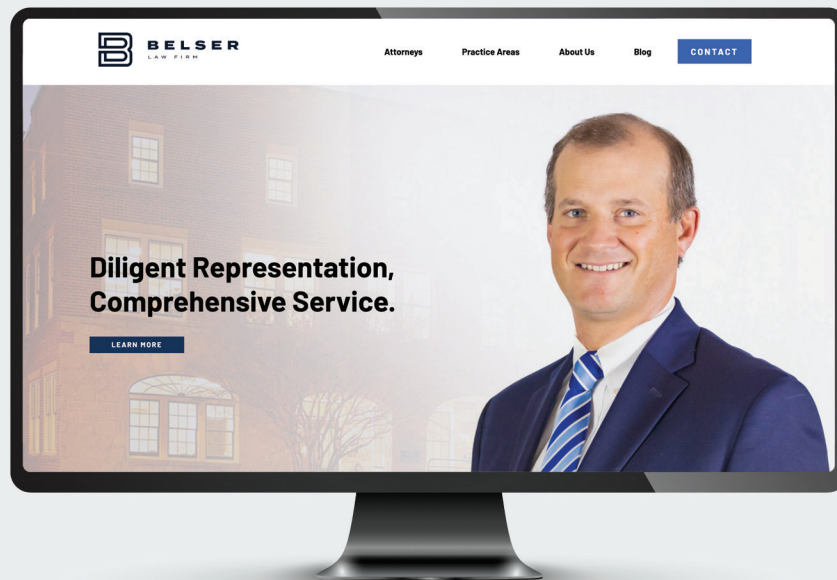


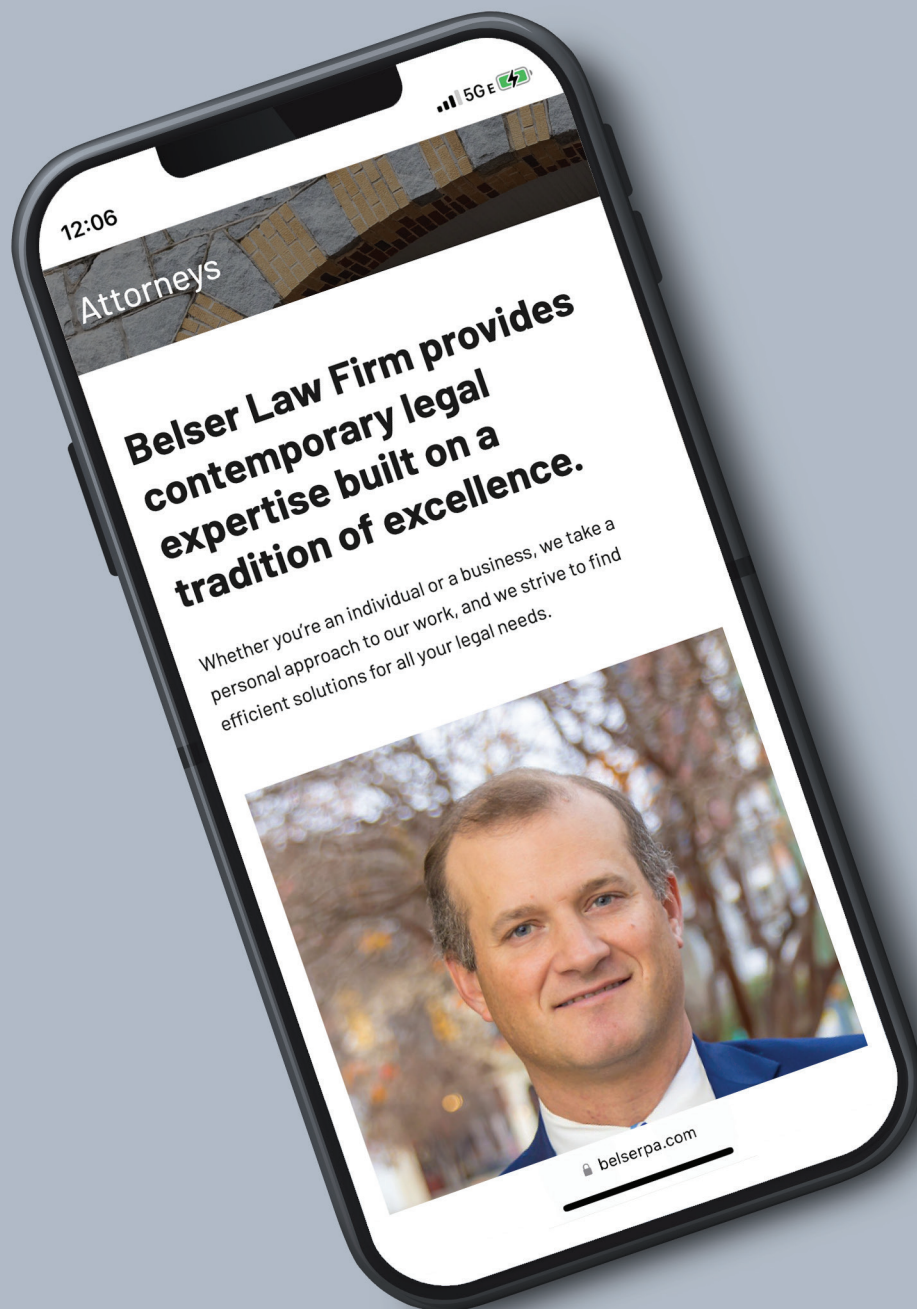


BEFORE



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CASE STUDY

SPACE METAL

SPACE METAL

Space Metal is operating on the cutting edge of modern manufacturing. The company's three core capabilities – sheet metal fabrication, CNC machining, and automation – allow them to support a wide range of customer needs. Their stable of existing products and ability to design and deliver customized solutions has them well positioned for future growth.

The Challenge

Space Metal's brand identity had not kept pace with the company's evolution into advanced manufacturing capabilities. The existing brand did not fully capture Space Metal's breadth of expertise, its innovative approach, or its ability to deliver integrated solutions across diverse industries, making it hard to stand out in a crowded and competitive market.

The Solution

- We introduced a contemporary visual identity that conveys Space Metal's forward-thinking approach and technical expertise.
- We developed a bold, industrial-inspired logo to signal innovation and reliability.
- We established a cohesive color palette to unify the brand across all platforms.

BEFORE



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SPACE METAL

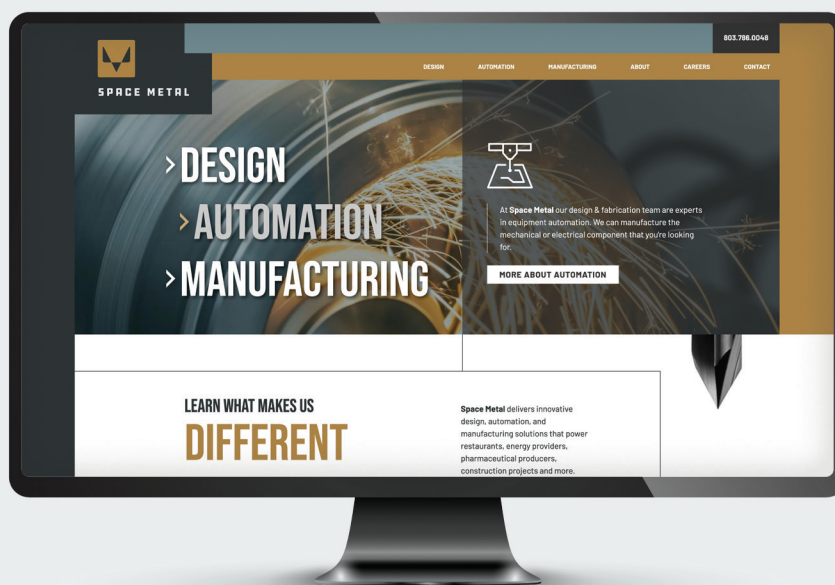


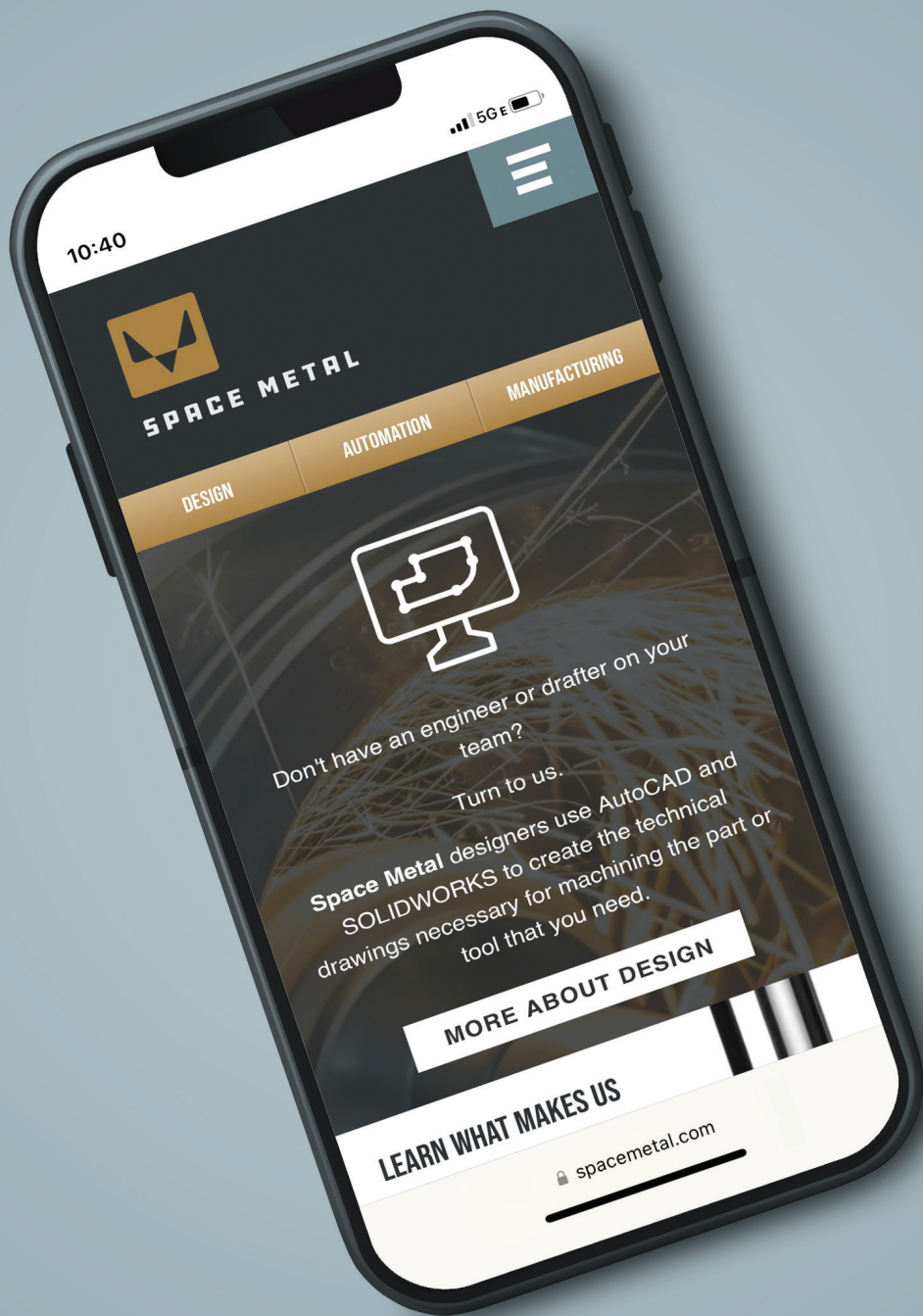


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CASE STUDY

SISTERCARE

SISTERCARE

Sistercare's mission is to reduce the occurrence and impact of domestic violence in the Midlands.

The Challenge

Sistercare came to Beam & Hinge with a dated website and a logo that was nearly 40 years old. The organization sought an updated brand and website that expressed their ability to serve survivors in a modern context.

The Solution

- At the client's request, the color palette remained in the violet family – the broadly used color palette for issues surrounding domestic violence. To modernize, we added to the palette more deeply saturated color options, as well as a contrasting yellow to highlight information meant to especially draw the eye.
- The interlocking shapes that create the heart convey the feeling of comfort, care, love, and safety.
- The brand images are now people-forward, using stock imagery to represent the impact of domestic violence on diverse populations and the potential for survivors to thrive post-trauma; while still protecting the identities of the organization's clients.

BEFORE



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SISTERCARE

Freeing Families From Fear

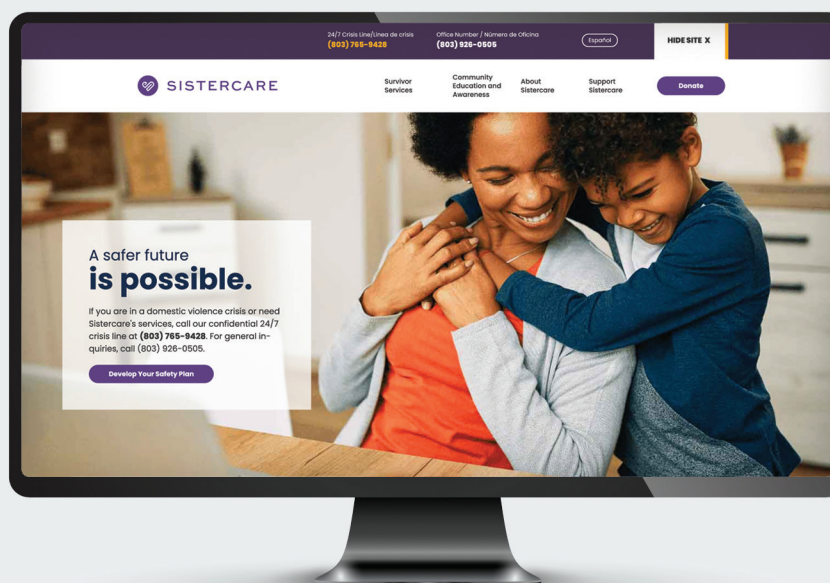


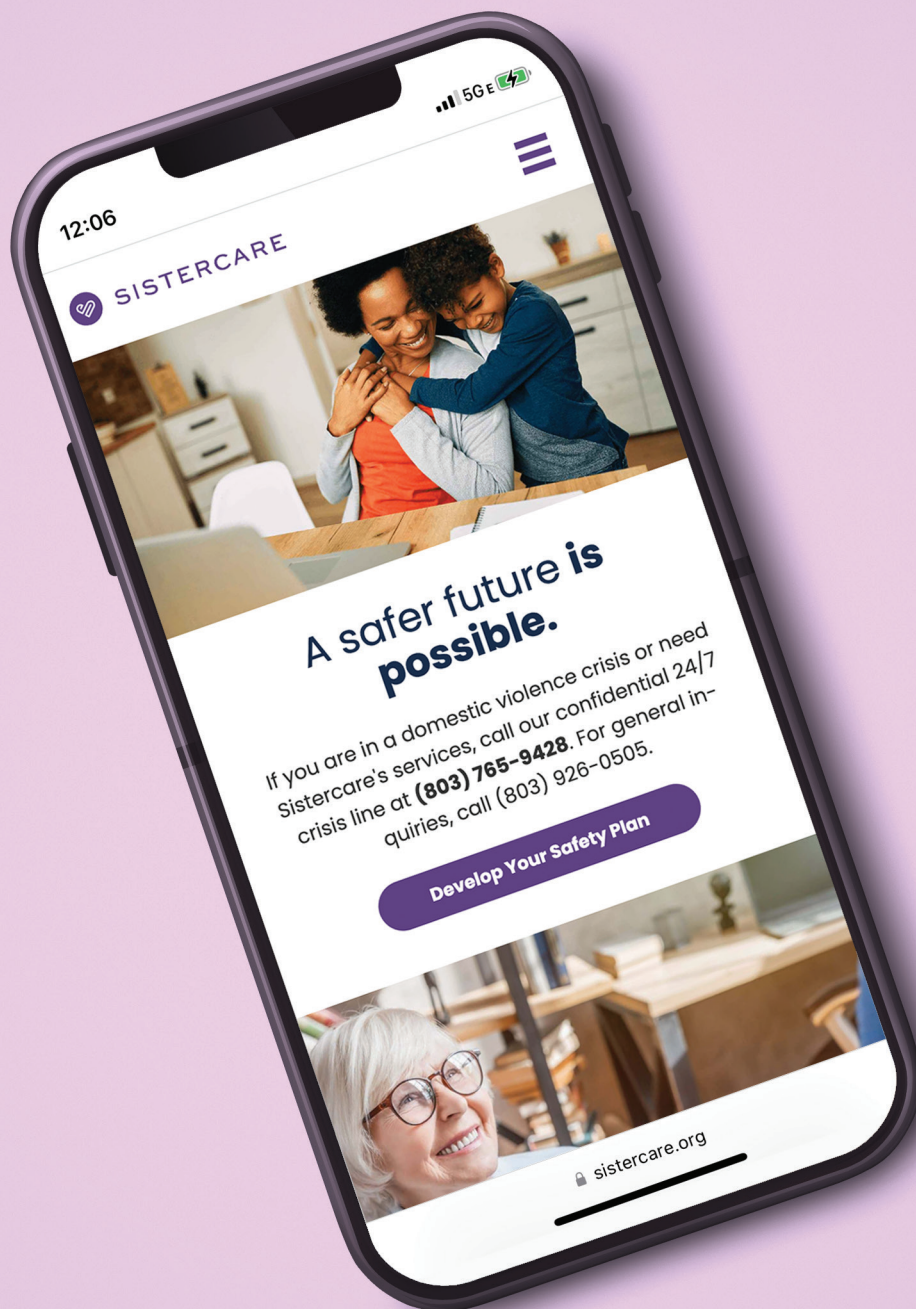


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CASE STUDY

DDI TECHNOLOGY

Decision Dynamics, Inc. (DDI) focuses on delivering superior products and professional consulting services in the automotive and lending markets. DDI's unique product offerings include electronic liens and titles, electronic vehicle registration, title and registration services, and consulting services. DDI's success is driven by its focus on delivering solutions that meet customer needs and providing superior customer service.

The Challenge

As its service menu grew, DDI required a brand refreshed to modernize its image and reflect its expanded services.

The Solution

- We developed a customer-friendly color palette - one that inspires approachability and confidence in the user.
- We designed a logo that works both literally and metaphorically: the multiple colors within represent the multiple service lines; the outer shape is the head of a bolt -- common hardware in the automotive industry, essential to "holding it all together."

BEFORE

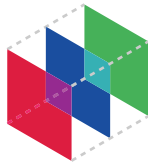
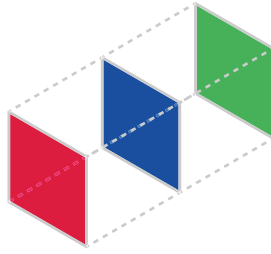


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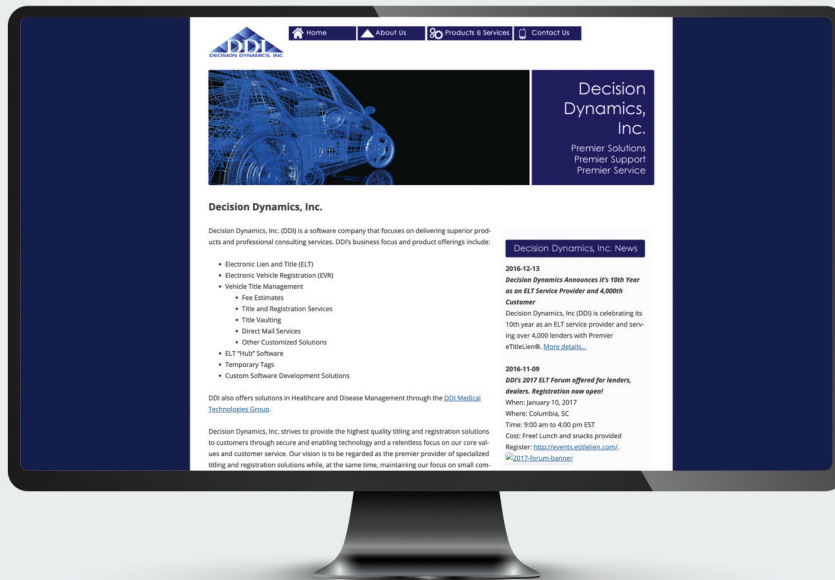
DDI Technology











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