

SMALL GOES BIG

SYLVAN / REBRAND

THE STORY:

In just over 60 years, Sylvan has grown from a local residential plumbing company to a multinational, multi-trade and industrial contracting company serving Fortune 100 and government clients. To signal this growth to the market and pave the way for future opportunities, an overhaul of their visual identity was completed. And to ensure success, an alignment of Sylvan's internal teams through a shared narrative was in order.

THE IMPACT:

The effort gave the Sylvan team a renewed raison d'être. A rallying ethos they would live and breathe from the inside out. A spark to ignite the brand so it too shines from the inside out. The new Sylvan deeply resonated with clients and distinguished the brand in the marketplace. A new course was set for Sylvan's future success.

THE TAKEAWAY:

The rebrand and internal alignment has set Sylvan apart from the competition, increased awareness in the marketplace and led to ongoing growth.

