

Datasource Consulting Rebrand Case Study

Redesigning brands & taking them to the next level

Datasource Consulting was founded in 2005, and utilized the same brand until 2014, when we rebranded the company's logo to portray them as a leader in the data consulting community. By changing the font and creating a mathematically designed logo, we gave the brand more visual appeal. We followed the rebrand with a new website, all new collateral, blogs, and a full inbound strategy. The new logo and overall brand increased views, leads, and appeal of the brand so much that they were acquired in 2017 by a larger firm.



Old Logo



Logo Refresh

What elements changed?

The new logo has a more substantial sense of weight and with the option to use the text and also the separate "D" as a watermark. The gold and blue color are balanced and given more of a contrast with the bright gold versus the darker blue. The weight change and color of the text help with the legibility of the logo.

Logo Variations



This stacked logo has the same components as the original logo, but is set up with a different layout. The "D" watermark centered above the text gives space to center and stack the name for alternative composition.



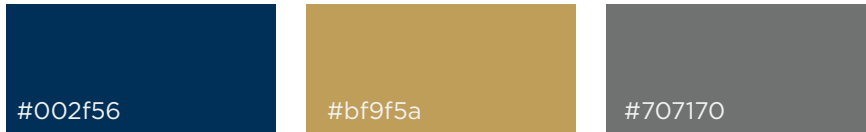
The inverse logo is used widely on the website and on top of imagery on social media. The logo is also used extensively on promotional materials. The dark blue background gives the contrast need for the white and gold to pop.



The use of the watermark is used within email signatures and on used marketing and promotional materials. The "D" is easy to recognize and represent the company name with the squares representing data.

Color Palette & Fonts

NEW Primary Color Palette



NEW Secondary Color Palette



Gotham Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Gotham Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6
7 8 9 0**

The company wanted to keep similar colors based on the blue and gold in the previous logo, with that in mind we choose a more polished scheme to convey the company as a leader in the data industry.

The font was selected to represent a sleek and bold visual representation of the company. The overall style of the mixture of font weights is used throughout the text to give visual weight to the bold headlines and contrast to the thin subheadlines and body copy.

Image Treatment



A dark blue overlay with a dark vignette used on all imagery.

Images are selected based on specific coloring and demonstration a formal business setting.

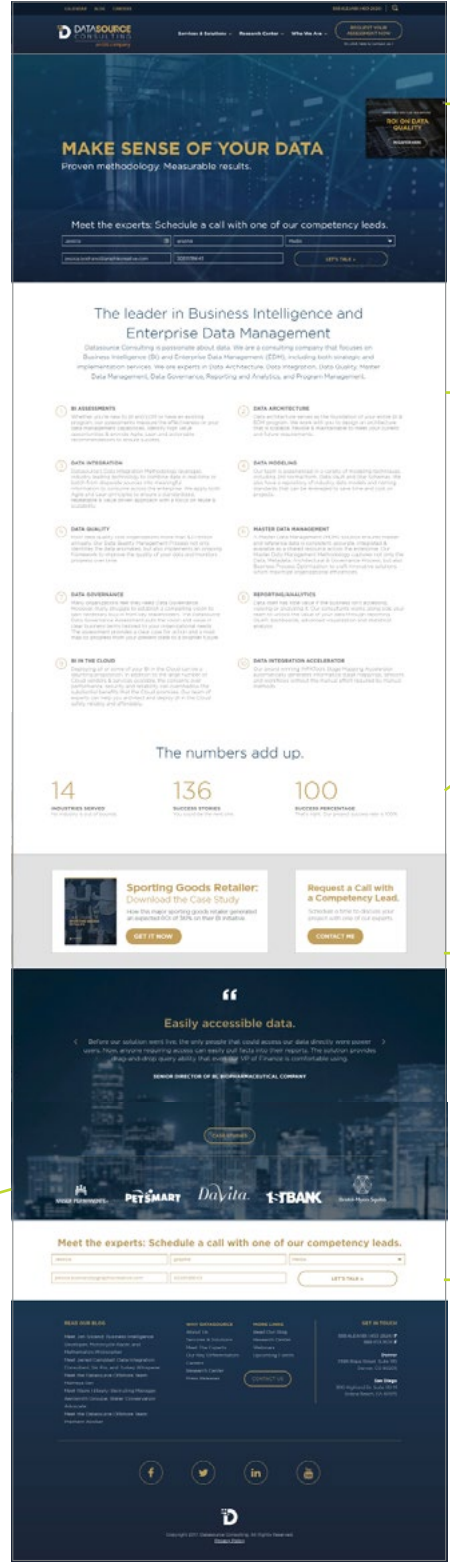
Keeps consistency throughout varying content.

Web Design



The old website (above) lacks a consistent and overall brand. Adding the updated fonts, brand colors and image treatment has allowed the website to feel cohesive and complete.

Logo display of past and current clients with a testimonial section.



Adding a video and a webinar announcement with a contact form below.

Making the list of services more visible and as click throughs to the separate pages.

Company stats that show industries served, success rate, and success stories.

CTA Placement for case studies, white papers, and contact pages.

Hubspot form embedded into the page.

See the Brand



The Datasource website is fully functional and responsive.

Consistency across all devices is key for quality user experience.

Marketing materials will provide the first look into your business.

Professional collateral communicates the company's value and leaves a lasting impression.



Designer made promotional products, aka "swag," increases instant brand recognition and daily exposure.

These items can set you apart from your competition and make your brand memorable.