



"MERGE really came through for us on this branding project. They made the effort to educate us in the process and value of creating a strong brand image, and delivered exactly what we were looking for."

-Jeff Lowe

COO & Business

Development Manager

SpringBOARD Innovation Centre

Merge Solutions Inc.

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Company Profile

SpringBOARD Innovation Centre is a business incubator. The purpose of a business incubator is to mentor, support and help grow start-up or early-stage companies and to enhance and accelerate that company's success. SpringBOARD consists of a physical premise that provides office space and additional access to labs and testing facilities and advocacy on many different business issues to our resident companies. Most incubators will have a specific sector they are specializing in. The focus at SpringBOARD is on innovative business ideas that have an environmental benefit or demonstrate low environmental impact.

SpringBOARD Innovation Centre is a not-for-profit corporation governed by a board of directors with members from the private and public sector.

The Challenge

SpringBOARD Innovation Centre required an overhaul of their existing brand as well as support for their members from a branding perspective.

New members such as The Golf Lab would have the opportunity to engage with MERGE on revised branding as a spin off to SpringBOARD's other business incubation offerings. The re-design for both SpringBOARD and The Golf Lab had to be relevant to targeted consumers and partners as well as creating a sense of community tied to innovation.

The Solution

Understanding that developing effective branding is the cornerstone of an organizations visual identity MERGE worked with SpringBOARD & The Golf Lab to create a broad range of options regarding look, feel and imagery. While creating the technical component of the re-branding exercise MERGE also guided SpringBOARD & The Golf Lab through the process and iterations of the re-design, providing much needed mentorship to the client regarding appropriate use of typography, colour, and integrated graphic imagery.

SpringBOARD

ROI

A strong brand creates the image of an established business that has been around long enough to become well known. A well branded business is more likely to be seen as experienced in their products or services, and will generally be seen as more reliable and trustworthy than an unbranded business.

When looking at the whole of an organization we tend to focus first on branding and the feeling we are left by the initial representation of an organization. It is critical to convey the appropriate message to the community in order to fortify recognition, loyalty, establishment, and Image.

Learn more about how MERGE can help your organization solve real business problems, strengthen relationships, and amplify marketing ROI:

Call Toll Free:
1.866.988.9011 (USA & Canada)

Or visit our Website at:
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