

Meyer, Scherer & Rockcastle
brand positioning, identity



How a new brand identity helped a leading architectural firm transition from one generation of leadership to the next without diminishing existing equity

situation

Leading architectural firm Meyer, Scherer & Rockcastle needed to begin succession planning and communicate a bold vision of the future to partners, staff, and clients.

Larsen was hired to create a strong, unifying positioning statement and a new visual identity that would serve the firm well into the future.

The new identity needed to emphasize the firm's stellar past and evoke a cohesive vision (one not driven solely by the current principals) to move the organization forward.

challenges

Multiple stakeholders. Everyone in the firm would be affected by the new identity and input from all levels was essential.

Multiple decision-makers. The three principals of the firm were extremely busy and frequently traveling, yet as visually astute professionals, they were deeply involved in the final outcome.

Brand continuity. The new identity needed to maintain aspects of an already strong brand in the architectural marketplace.

Skeptical of value. Some decision makers questioned the practical application of brand positioning.

results

A strong, relevant brand positioning statement clarified marketing goals and built alignment for a future focused on aggressive growth and development of new leaders.

The new brand identity depicts the firm's energy and commitment to partnership as symbolized by three overlapping ampersands drawn to resemble architectural sketches.

Partners, employees, and clients viewed the new identity as a strong visual representation of the values of the firm.