



**INDUSTRY**

Technology

**PROJECTS**

- Logo
- Visual Identity
- Brand Guidelines
- Web Site
- Print



## Integrys

Integrys Energy Group, Inc. was formed by the merger of WPS Resources Corporation and Peoples Energy Corporation. The new entity is a holding company focused on regulated and non-regulated energy delivery in the United States and Canada. But before it could announce its exciting news to the world, Integrys needed a visual brand that effectively represented its mission and focus. Integrys asked Brainforest to help craft that brand.

Working collaboratively with the client team, Brainforest developed a total brand package, including logo design, visual identity system, web site concepts, printed collateral and brand standards. Now, Integrys can be assured that its brand message will be consistent no matter which division is getting the word out.

**Brainforest is a creative agency rooted in strategy.**

Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

To begin creating your own success story, contact Nils Bunde at 312.492.6600 or [nils.bunde@brainforest.com](mailto:nils.bunde@brainforest.com)

## BRAINFOREST™

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[www.brainforest.com](http://www.brainforest.com)