



Union Leasing

In the highly competitive category of fleet management, Union Leasing needed to break out of the pack and turned to Brainforest for a complete brand makeover.

Working collaboratively with the client team, Brainforest designed nearly every aspect of the Union Leasing experience: logo, positioning, mission statement, visual identity, website and collateral materials. We also helped them strategically redesign their service offerings to establish a more defined competitive advantage, including guidelines to move them toward more environmentally sustainable practices.

INDUSTRY

Services

PROJECTS

Brand Strategy
Logo
Visual Identity
Web Site
Online Communications
Sustainability Consultancy
Print

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**

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a creative agency rooted in strategy

www.brainforest.com