

case study: master brand



Above: Various company logos and after minor revisions



A member of the  Kansas City Life Group of Companies

Above: Generations mark with KCLGC branding tag line.

Below: Back cover showing usage of branding tag line.



Branding problems!

In this age of acquisitions there is still plenty of equity in the existing brands. What do you do? In the case of Kansas City Life, the parent company was also one of the brands. Along with Kansas City Life there was KCL Group, Sunset Financial, Sunset Life, Old American Life and then new Generations Bank. The sales force needed a way to speak to customers about each of these companies, as they all had different offerings and targeted different clients. Yet often times the power of these brands together was substantial and presented new opportunities. How do we market these companies together, and separate, and clear up confusion.

Branding solutions!

The first step was some identity management. The separate company's logos were adjusted for color, weight and size so that not only would they look great on their own, but they could be used in pairs, multiples or even all together.

The second step was to clarify each companies market position. Then, an overarching master brand was created to bring unity to the companies. The new brand would be 'Kansas City Life Group of Companies' and each individual company would be members of that group.

Marketing materials from brochures to the web sites would maintain consistent yet unique identities. Management of the variance, and the consistencies in the branding were put into policy and into manuals. The entire program is now managed internally.

Below: Company web sites including the associates extranet in lower right.

