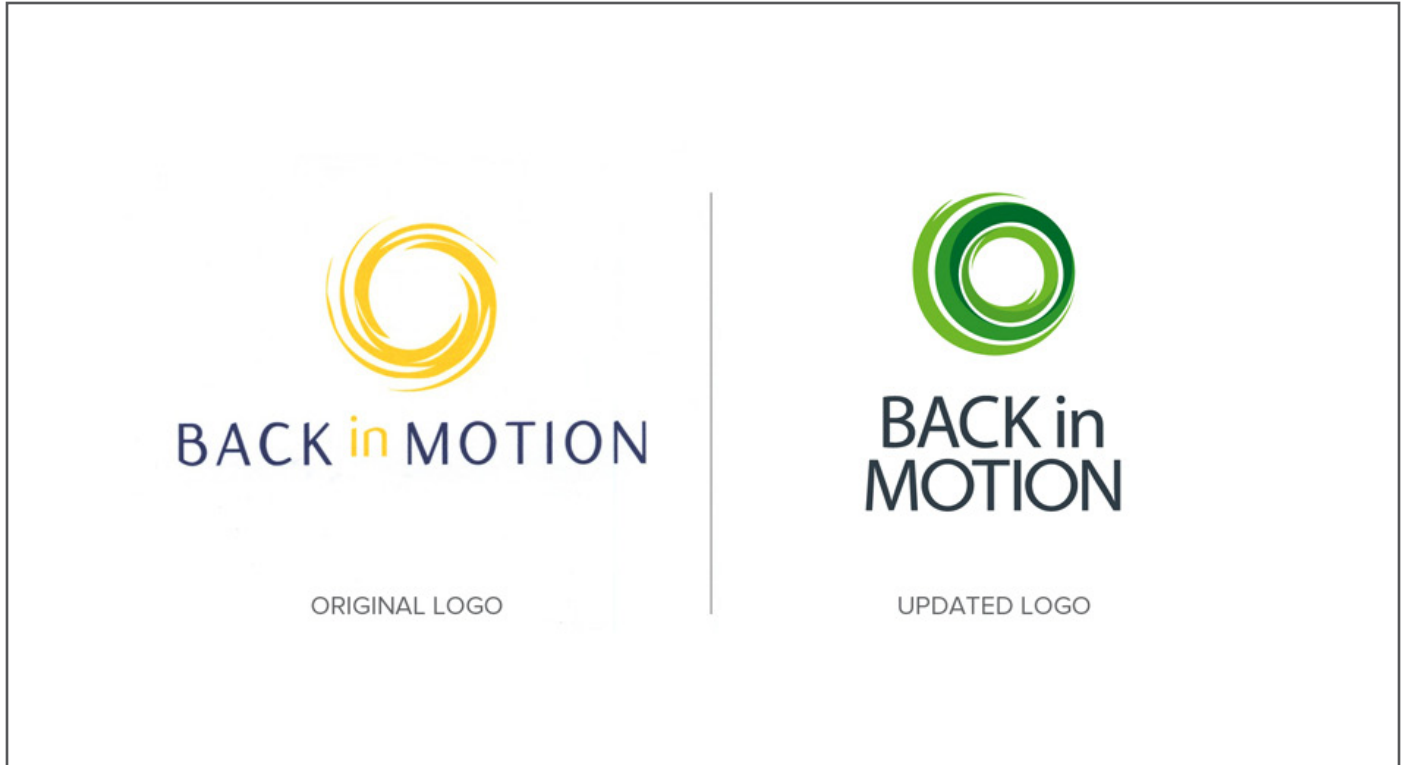


Identity Update + Stationery

BACK IN MOTION



▶ Back in Motion (BiM) is a BC-based, full-service rehabilitation, disability management and employment services company. BiM initially hired Red Rocket Creative Strategies to design and produce a new website. As the site came together, both BiM and Red Rocket realized the BiM logo was not working with the new site design. Their logo mark featured numerous yellow swirls that lacked the energy to keep pace with the bold colours and personality of the new site pages. So Red Rocket was also engaged to refresh the BiM logo and create an identity that remained cohesive across all the company's communications tools.

Our design team went to work, beginning by both simplifying and strengthening BiM's logo mark. The circular swirls were reduced in number, cleaned up and made bolder. The colour was changed from yellow to a rich green. Not only did these changes make the logo fresher and stronger, they allowed the logo to stand out much better electronically and reproduce more effectively in print. We also felt the green colour was a better reflection of the company's core values—particularly "Respect for all, always" and "Honoring our word and doing the right thing."

The end result was an identity that more accurately represented BiM's new energy, growth and holistic approach to helping its clients.