



OVO

Where Brands are Born

OVO, at a glance

FOUNDED:

March 2005, in Phoenix, Arizona

LOCATIONS:

OVO Portland, 3703 N Williams Avenue, Portland, OR 97227

OVO Phoenix, 389 E Palm Lane, Phoenix, AZ 85004

LEADERSHIP:

Ryan Durant, Cofounder, Principal Partner

Kyle Hildebrandt, Cofounder, Principal Partner

FOCUS:

OVO is dedicated to solving business challenges and creating lasting organizational value through a thoughtful approach to brand-building.

EXPERTISE:

Our staff is composed to deliver in the following areas:

Brand Discovery

- Brand Audit
- Qualitative Research
- Quantitative Research
- Research Analysis

Brand Strategy

- Mission, Vision, Values
- Brand Architecture
- Brand Positioning
- Brand Attributes
- Brand Archetypes
- Customer Personas
- Brand Mapping

Brand Identity

- Naming
- Name Validation
- Linguistic Validation
- Tagline
- Messaging
- Logo Design
- Logo Validation
- Visual Identity System
- Brand Photography
- Packaging Design
- Tradeshow Design
- Stationery
- Collateral
- Website
- Video

Brand Management

- Brand Guidelines
- Brand Training and Tools
- Implementation Planning
- Launch Campaign
- Brand Maintenance
- Annual Performance Audit
- Ongoing Support



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