



CLIENT:

**Delap**

A.wordsmith worked with Delap to develop a design strategy that would modernize the brand while maintaining accessibility and familiarity to its core clientele.

**Client Description**

[Delap](#), one of Oregon’s largest and most respected accounting firms, provides fully integrated financial services with experts in tax, assurance, business advisory, wealth advisory and cybersecurity.

**Project Description**

In early 2020, Delap engaged A.wordsmith to design a new brand system that would integrate all company branches (Delap CPA, Delap Wealth Advisory and Delap Cyber) under a single, unified brand. A.wordsmith worked with the client to develop a design strategy that would modernize the brand while maintaining accessibility and familiarity to its core clientele. Following research and a mood board exploration process, A.wordsmith designed a full brand guide for Delap, with instruction around fonts, colors, imagery, graphics and brand application.

**Key Results:**

With the brand guide complete, A.wordsmith worked with Delap to successfully rebrand a number of existing materials, including business cards, letterhead, folders, brochures, proposals, PowerPoint templates and rack cards.

