



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

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.

