

**BOULDERSCAPE:
A SCULPTED BRAND STRATEGY**

Boulderscape's revised brand, based upon Jungian archetypes, is a constructed platform that showcases their expertise



StudioConover: Helping Boulderscape Retain Nature and Sustain Beauty

When it comes to designing and building sculpted custom residential and commercial geological retaining walls, Boulderscape is incomparable. But their past marketing materials, at the time often created inhouse, lacked the cultivated declaration their expertise warranted. Luckily for StudioConover, their Senior Vice President of Commercial Sales contacted us after receiving sample collateral designed for other service companies in the building and construction industry. Boulderscape was impressed with the brand we helped build for Eldorado Stone and wanted to have us reshape their own brand similarly.

The term “boulderscaping” – a generic description for their own patented process and close to becoming a genericized trademark their competitors find worrisome – created an opportunity for every marketing component StudioConover reconfigured. Their website, stationery suite, collateral and advertising campaigns, even vehicle identification, all became emblazoned with a consistent voice that established a refreshed and potent brand presence.



Retaining Nature. Sustaining Beauty. Their corporate tagline – written by StudioConover – proved to be the touchstone for the redesign of the Boulderscape website. Since Boulderscape designs and builds geological and architectural finishes, the message is the medium is the message.

And with a coarse-grained, earthy and easily accessible visual language that allows the detailed information about Boulderscape's expertise to be cloaked in an appropriate forms, the revitalized brand proclaims a mobilized beck and call responsive to their specific market demographic and customer.

Job Folders, Website, Vehicle Identification, Ad and Collateral Components consistently affirm a Brand Promise that is earnestly Boulderscape's own



StudioConover's preparatory overall brand audit revealed how important the Boulderscape Job Folder (*Top photo*) was functionally and representatively.

Filled with important offsite job information and often seen by clients necessitated constructing and imprinting a capacity folder so it not be mistaken as an indiscriminate standard office supply product.

A Product Name audit revealed that Boulderscape's naming convention was too abstract for specifiers who had no reference point for their own specs. Once we crafted a consistent naming convention, the reshaping of Boulderscape's previous website (*Page 2*) necessitated a complete overhaul.

Gone were the smallish installation images and its place, beautifully photographed, well-organized images that had concurrent case studies with identifying characteristics that could be downloaded in PDF format. An organized photo gallery with dependable labeling delivers consistent information for anyone wishing to select specific finishes. Installation images can also be downloaded for the presentations that are often necessary in the construction industry.



StudioConover is a cross-discipline design studio specializing in Product and Architectural Consultation and Integrated Brand Strategies for the Built Environment. Capabilities include:

Product Consultation

Architectural Color and Materials Specification

Integrated Branding Strategies

Packaging and Collateral Design

Corporate Identity

Online Design

Taglines and Naming