



Brand Messaging | Website Development | Graphic Design

Discovery Meeting

In 2018 Filer Mutual Telephone began the journey of rebranding their company. The rebrand was born out of a necessity to modernize and to be able to scale their brand outside of Filer Idaho. They began with a name change and a brand new logo, but they knew they still had a long way to go to become the company that they wanted to be. After our initial discovery meeting with their team, we were all excited about the projects ahead. As a rebrand we knew that we would have to leave their previous message behind and craft a brand new message that was attractive to their existing audience and new audience. They also needed to communicate their quality customer service and their 100 years of experience.



Brand Message

The Challenge

We had two challenges ahead. The first challenge was to write TruLeap a new message that communicated that their name would be changing but their great service would be staying the same. The second challenge was to define TruLeaps services and position them as a guide to new potential customers.

The Solution

Using the story framework we created a customized brand script that defines TruLeap as a company, their customer, the problems their customer will face, and how TruLeap will guide them to success. This brand script will continue to be used as a tool to write headlines, ads, and content that communicates clearly and cohesively.

To communicate the name change, we came up with simple phrases that tell the viewer Filer Mutuals' name has changed but we assure the customer that it will be a benefit for them.

**“100 years of innovation. Ready for 100 more?
Filer Mutual Telephone is now TruLeap Technologies.”**

**“One small step for us, one giant leap for you.
Filer Mutual Telephone is now TruLeap Technologies.”**

Graphic Design

The Challenge

With the new name and the new logo, TruLeap needed an entire new visual identity to pair it with. It needed to be bright and eye catching but also not overwhelm the viewer.

The Solution

We used a combination of mountain and geometric shapes; a nod to the Idaho landscape that also portrays a modern tech company. These designs were used in multiple applications such as posters, business cards, flyers, and promotional items to create a strong visual design that would get the rebrand off the ground.



Website Development

The Challenge

We needed to create a website that was user friendly and a useful tool to their current customers while also acting as an effective sales generating tool.

The Solution

To do this, we used TruLeaps brand script to craft clear headlines that would walk the viewer through what TruLeap has to offer and how simple it is to buy it. Once the story had it's foundation with the brandscript, we used the visual identity to craft a beautiful website. To make the website useful for TruLeaps current customers, we added a quick link section at the top of the website that would allow the customers to easily pay their bill, check their email, or make a service request.



Website Development

Conclusion

When we began this project, the team at TruLeap knew they needed a new message, graphic design, and website, but they were unclear how to get there. Through partnering with Rinard Media they have confidently rebranded as TruLeap with a clear message, a strong visual design, and a user friendly website that allows them to focus on their customers and not worry about their marketing.