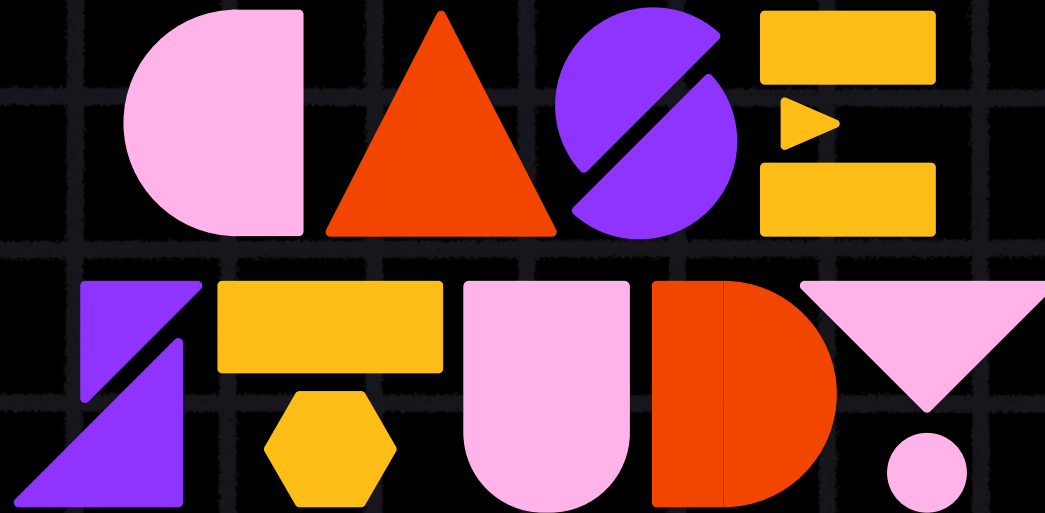


stoke



Rebranding **FranklinCovey**



Greatness Starts Here.



A bold new direction for a leader in change.

Burdened by an outdated brand,
this innovator needed to evolve.

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Before



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Logo redesign

Challenge

- ▶ Reimagine and reinvigorate the brand to inspire a new generation of leaders.
- ▶ Position the company as the world's most trusted leadership brand.

FranklinCovey faced an identity crisis of sorts. Known best for their iconic planners—a product line they sold off in 2008—the company had evolved into a global leader in the field of leadership and organizational change, with a forward-thinking, tech-savvy business model. But the market perception of FranklinCovey hadn't kept up.

The company's visual identity was firmly rooted in the 1990s, and their messaging was jargony and overly complex. Beyond FranklinCovey's existing customer base, people either didn't know the brand or wondered if it was still in business.



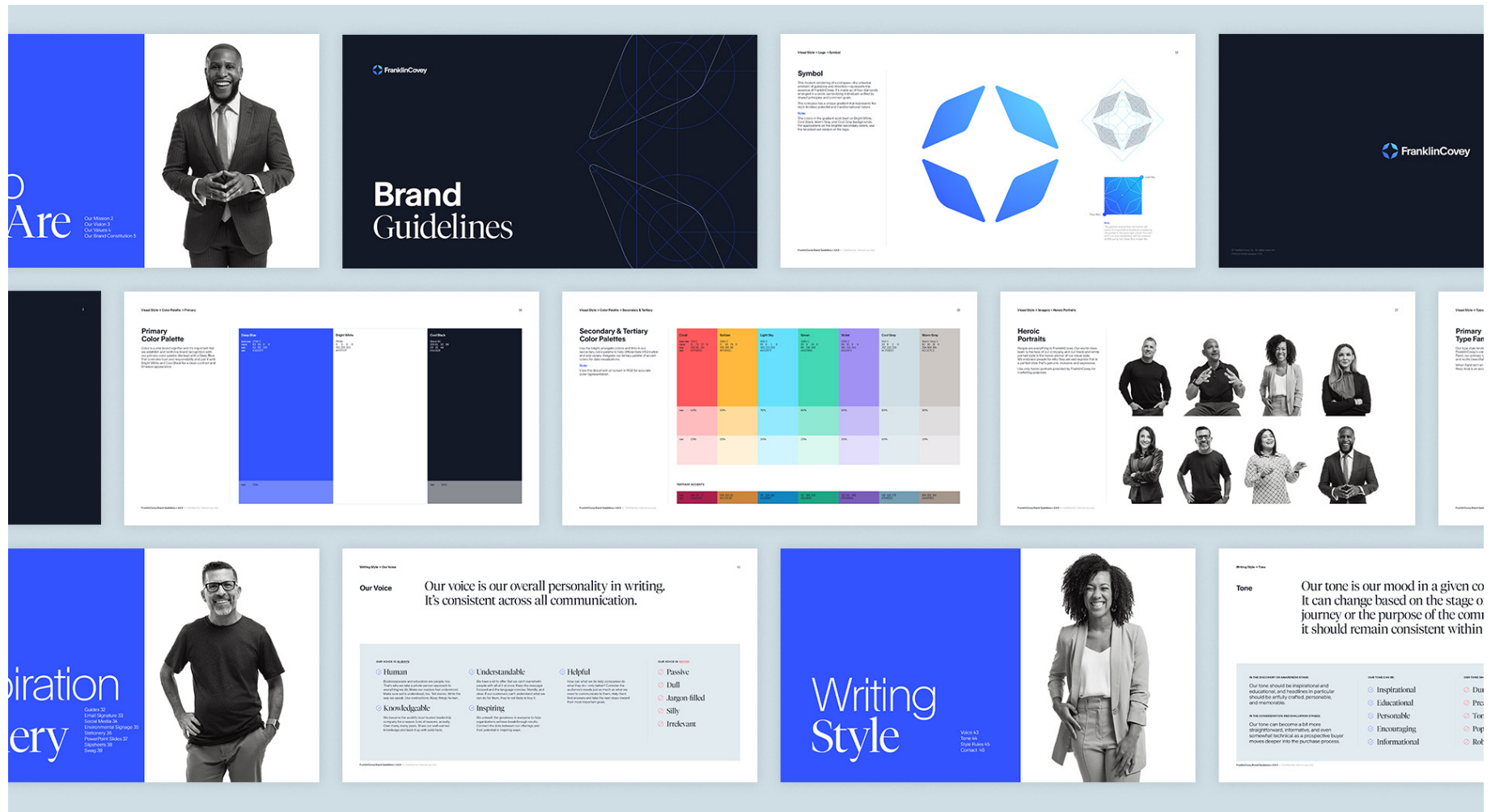
Brand messaging cards

Solution

- Design an engaging visual identity that reflects FranklinCovey's purpose
- Integrate the identity with clear messaging that unfolds as customers engage.

FranklinCovey's leadership team partnered with Stoke to create a fresh new brand that shows the company is relevant today and inspires people to learn more about it. Stoke started by working with the new CEO, Paul Walker, and other senior leaders to craft a message framework that articulates FranklinCovey's unique value proposition in a clear, compelling way.

We also developed a message framework for each of the company's core solutions—Leadership, Individual Effectiveness, Winning Culture, and Achieving Strategic Goals—as well as "How we do it" framework to help everyone in the company explain FranklinCovey's unique approach.

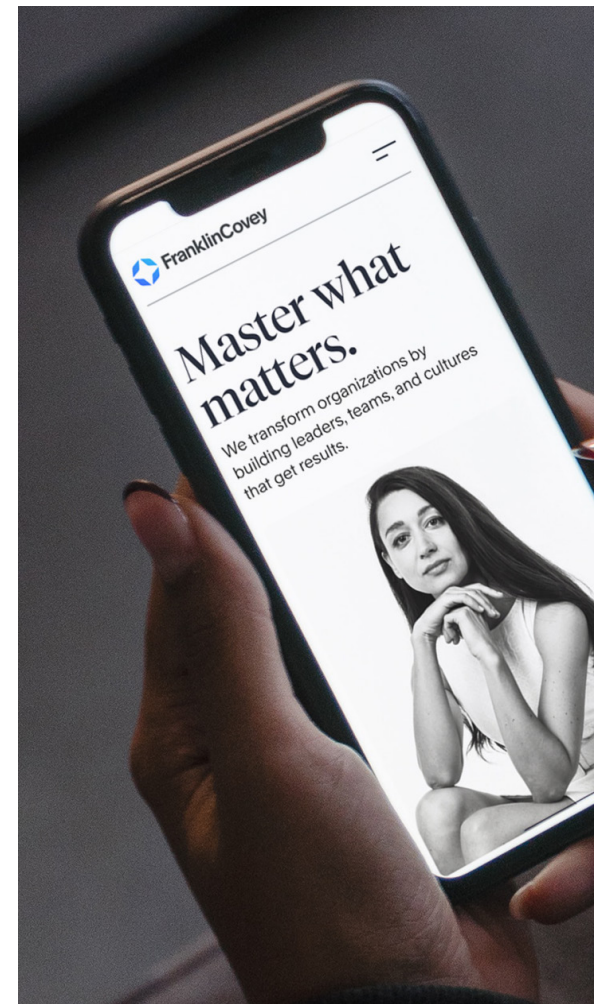
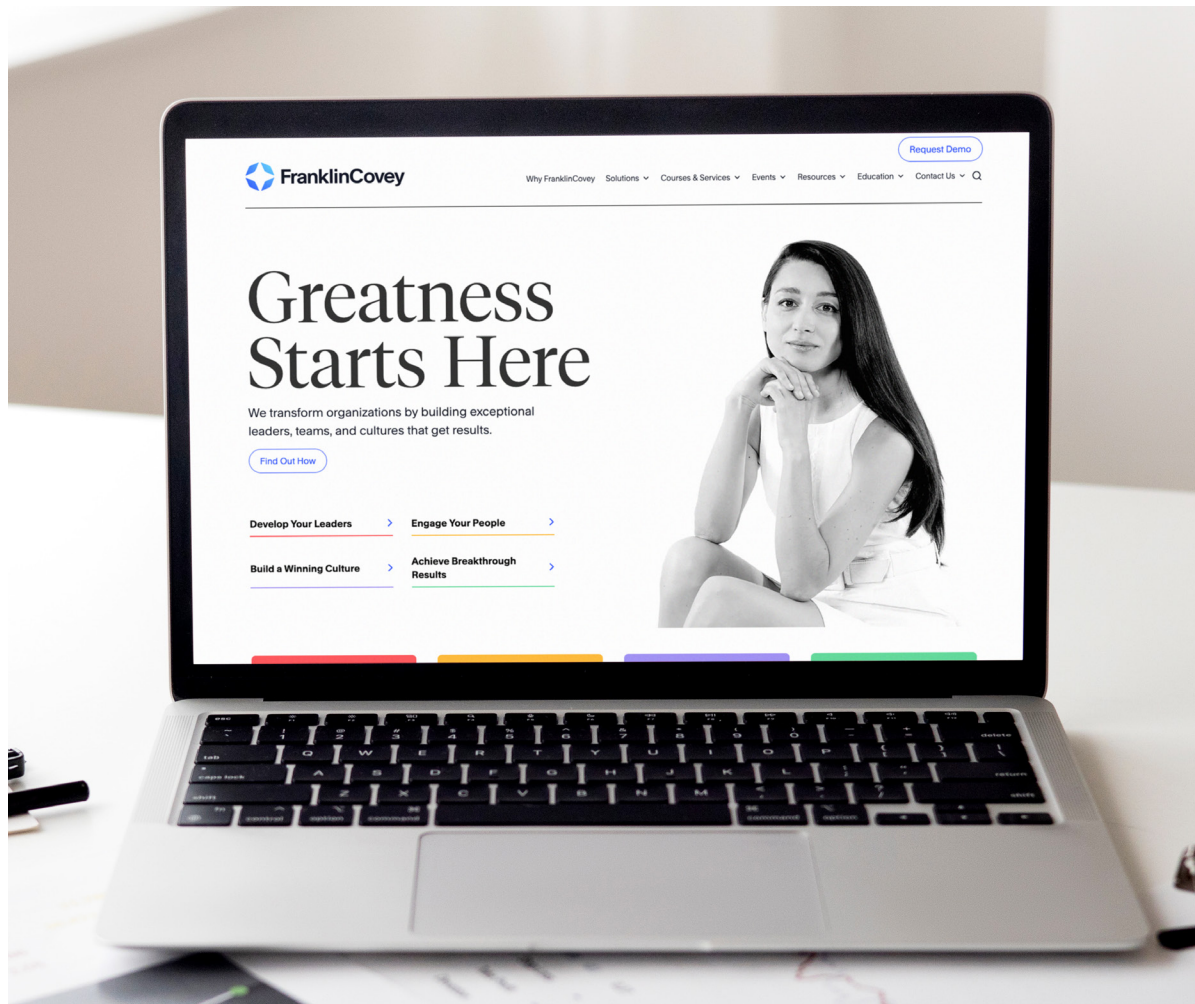


Brand guidelines manual

With the executive team, we identified key brand attributes and explored visual elements that might represent them. Through this highly collaborative process, Stoke's design team developed and refined a new visual identity with a logomark and a logotype for the FranklinCovey name, as well as a collection of fonts and color palettes.

"One of my favorite experiences was when the agency brought to us an image with our logo in a sea of competitive logos," EVP of Market and Customer Intelligence Adam Merrill said. "And I was so proud about how our logo stood out so boldly. And it should. We should be the first thing that comes to mind for our customers when they want to create collective behavior change in the four areas that we care about."

Zac Cheney, VP of Marketing for the Education Division, noted that many of FranklinCovey's clients have known the company for years. "But we want a mark that communicates to them that we're relevant, that we're current, and we have bold, powerful solutions to help them with their challenges."



Desktop and mobile websites

Stoke also designed and built a new website that brings the new brand to life. “There are millions of people who visit our website every year,” Murdoch said. “We want them to understand immediately who we are, what we do, and what we can help them achieve.”

The website features black-and-white hero portraits—captured in a series of photoshoots—that subtly but powerfully convey what FranklinCovey is all about: ***helping people and organizations achieve greatness.***



"Thanks to the great work of this team, we have an overall corporate visual identity that matches our message—and it looks great."

- Paul Walker, CEO, FranklinCovey

Packaging for internal brand launch

Impact

- ▶ Worldwide response to the internal rollout was overwhelmingly positive.
- ▶ Sales leads generated by the site have doubled since the website launched.

The company's new visual identity was first unveiled to almost 1,000 employees and partners during a January 2022 internal meeting. Before the meeting, each participant received a crisp white box containing branded merchandise and messaging cards to help everyone master the new "Brand Constitution."



Billboard ad

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Walker, who became CEO just a few months before the new brand launch, told employees: "We have an important mission in the world, and a massively ambitious vision to impact people and organizations in incredibly meaningful ways." He noted that the company is making bigger investments than ever before in several key areas. "Now we're crystal clear on the messaging

framework we want to take to the world. And thanks to the great work of this team, we have an overall corporate visual identity that matches our message—and it looks great."



“Our visual brand, the look and feel, will continue to transform and evolve as we grow. But it’s safe to say that our look has finally caught up with our business.”

- **Matt Murdoch**, VP of Marketing, FranklinCovey



Ready to transform your brand story?

We're here—and we're ready to dive in.

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