

Acclaimed Las Vegas Based Creative Branding Agency Larym Design Launches New Branding and Website

Las Vegas, Nevada August 18, 2014 -- With a new branding strategy, a new logo design, an easy to navigate website with bold client-driven imagery, and a corporate identity package that is reflected in all of its touch points, [Larym Design](#) also introduces a bold new positioning statement, "The Seed of Branding." This statement beautifully sums up Larym Design's core competency of helping companies and organizations communicate their value to their clients both online and offline. "Our team members are seasoned professionals and can assist clients in navigating the traditional branding and creative design process, as well as the increasingly competitive online markets." says Myra Peterson-Love, Co-founder and Director of Technology.

Larym Design's Executive Creative Director, Ney Pimentel, led the company through the rebranding process. Ney is an expert in creating new brands, refreshing brands and rebranding for companies. Ney has created merchandise designs for children-favorite brands such as Warner Brothers and Walt Disney. He also has created corporate identity for companies such as A&E, The History Channel, Sony Records, Capital Records, Kenneth Cole, and FUBU. Pushing the creative boundaries to build memorable brand images for clients such as Heineken, Madonna, The Wailers, Hennessy, PUMA, WICOTV, and Beats by Dr. Dre, he has the ability to see beyond the restraints most designers work within. Ney states, "Working within my own company, Larym Design, was not unlike many client companies I have worked with over my career. There was not only an unfocused message, but an inconsistent application of its branding online and offline. There were no branding guidelines or standards. We went through the same steps that we take our clients through. I was proud of the team and their commitment. The experience gives us a greater appreciation for the processes we need to implement with our clients."

This massive rebranding effort represents more than just a brand makeover. The rebrand is the culmination of many months of work that took the team through some of the most significant changes their organization has ever experienced. It impacts the whole identity and expression of the company moving from being labeled as a graphic design and web development company to forging a new identity as a creative branding agency that has the talent and experience to create and execute corporate identity programs for emerging and global brands. Eric Love, Co-founder and Managing Director, states "When we embarked on this journey to re-discover and re-connect with our brand, we were convinced that we had something much bigger to offer than what we had been doing. Backed by internal and external research, our new brand identity further strengthens our commitment to deliver exceptional branding, design, development, marketing solutions and services to our clients."

Larym Design was mindful to document the rebranding process so that it can act as a beacon of light for other organizations. It created a section on its website entitled "[Genesis](#)" to share with potential clients. The section shows how the company captured its brand personality that reflects the organization's values, mission, vision and purpose. Also shown is the part of the rebranding strategy where the company developed visual elements



to help communicate the new brand. According the Ney, "These are just a few of the visual brand elements that start to build and shape Larym Design's brand identity – a promise that is symbolized by a new look."

Once the visual elements of the brand identity were created, Larym Design turned its attention to rebranding its website, the single most important communication tool for its organization. With a firm belief that a website is the first place stakeholders will look to learn more about their company and the full expression of their positioning, Larym Design spent a significant amount of time deconstructing their old website in order to build a new look and feel to match its new brand message. They also put a strategy in place to address the implications for its social media channels, search engine rankings and recognition. Finally, they had to recreate their marketing collateral: business cards; letterhead; media releases; email signatures; brochures; PowerPoint presentations; telephone messages; and more.

Eric sums it up by saying, "As practitioners, we have been focused on serving our clients, so we have not previously put much energy toward marketing, but thanks to months of work and planning, a sound rebranding strategy backed up by solid research, we have created a strong foundation for our organization. Our team is motivated and inspired by our new brand."

About Larym Design

Established in Las Vegas in 2006, Larym Design is a full-service branding agency, boasting an impressive pool of talent that enables them to take a concept and carry it through completion, creating a 360° identity, both online and offline. Full-service offerings include logos, stationary, brochures, signage, apparel, annual reports, presentations, websites, mobile applications, search engine marketing campaigns, social media branding/campaigns, and more.

Larym Design was initially formed as a web development firm, specializing in the WordPress CMS, working with local, national and international clients. As business needs expanded over time, they have expanded their capabilities in order to fulfill those needs. The team is comprised of a diverse, multicultural, "technology-gifted", creative and business blend of talent that know how to translate branding, online technologies and marketing strategies into real business opportunities.

Contact:

Myra Peterson-Love
Larym Design
6440 Sky Pointe Drive
Suite 140-225
Las Vegas, Nevada 89131
(702) 706-2928
pr@larymdesign.com

