

RWL Water Unveils Global Brand Identity in Just Two Months

BACKGROUND

RWL Water (now Fluence Corp) is an international water solutions company offering global solutions for water, desalination, wastewater, waste-to-energy, recovery and reuse, and food and beverage processing. With its world headquarters in New York City, RWL Water had been growing quickly through global mergers and acquisitions. Such growth was creating an extremely fragmented identity for RWL, resulting in brand confusion and unnecessary expense since their operations continued to function under several different names around the world.

RWL Water engaged Voom Creative to develop a cohesive, global brand identity—in an accelerated time frame of just two months—to be unveiled at one of the world’s leading water shows: the IFAT Trade Fair for Water, Sewage, Waste and Raw Materials Management show in Munich, Germany.

“The Voom Creative team completely and successfully revived our company’s message and appearance. We are so proud of the foundation they built for us to grow our brand.”

SAMANTHA KELMAN

Marketing Manager, Global Operations
RWL Water

OBJECTIVES

Core objectives for RWL Water included:



Unifying all locations, including mergers and acquisitions, under a single, cohesive brand identity.



Distinguishing their five key industries to add clarity and aid the sales process.



Launching the new brand identity in just two months to capitalize on their brand unity at one of the world’s leading water shows (IFAT Trade Fair).

SOLUTIONS

We achieved RWL Water’s objectives by:

1. **Conducting thorough accelerated research and exploration process** to identify their Brand, Values, Vision and Mission Statements, Brand Brief, Value Proposition and Message Map to lay the foundation for all of the company’s creative brand expressions.
2. **Assigning brand attributes to each of the five industries RWL Water serves**, to distinguish each industry on sales materials while remaining true to the overall identity.
3. **Creating a completely unified brand identity** with modified logo, new color and typeface palettes, new graphics, collateral (brochures, business cards, letterhead, banners, social media graphics, PowerPoint templates and proposals) and a comprehensive brand identity manual to ensure proper application.

Logo



Typography

Neris
Gaspar

Modern & approachable

Sturdy & hard-working

Color & Icons



Oil & Gas



Mining



Food & Beverage



Power



Municipal

Collateral & Booth Design



KEY RESULTS

140K
ATTENDEES

The new brand was unveiled as planned, in the timeframe allotted, at the IFAT Trade Fair resulting in exposure to more than 140,000 attendees from more than 160 countries and regions.



Brand work was recognized with 2 international advertising awards.



Under a unified identity, the RWL sales team reported vastly improved sales numbers due to the newly created, clear and concise sales materials and the company’s cohesive brand position.



Within three years, RWL Water’s position in the marketplace rose and attracted the attention of Fluence Corp, resulting in a merger.

Contact us to explore how to creatively expand your brand with outstanding results.