

MILESDESIGN CASE STUDY :: SURROUNDINGS BY NATUREWORKS+ BRAND IDENTITY



The new identity and positioning that we developed for Surroundings illustrates their passion for crafting great spaces both indoors and outdoors.



The business system boasts diecut curves and clear foil treatments that reinforce the quality services offered by Surroundings.



We developed the positioning line for Surroundings, "Stay home. Be moved." We created this background texture to use in various media to illustrate their myriad of services.

CHALLENGE

Nature Works+ came to Miles Design with a passion for designing landscapes and a unique challenge. As a landscape design/installation firm, they were considered a high-end service provider, seldom competing on price. As their business grew, they naturally began to offer deck and porch remodeling to their list of services. Slowly, they progressed to working on kitchen, bath, and even basement remodels. In the minds of their loyal, current customers, this wasn't such a stretch. However, as a friend of theirs keenly noted, "I don't think I'm going to call my landscaper to finish my basement." And there it was. Our goal was to position their company to be a high-quality choice for landscape design and interior remodeling.

SOLUTION

We listened carefully. Three options began to emerge. One: create a second company for interior remodeling, and Nature Works+ would handle landscaping. Two: create an umbrella company (say the "Works Group") that would house both an outdoor and an indoor company; each operating independently. Three: reinvent Nature Works+ as a company that would handle both interior and exterior projects.

Out of many options, we recommended the new name, "Surroundings by Natureworks+" (which would allow them to later reduce it to simply "Surroundings"). The name implies that they create great spaces, so suddenly there wasn't a need for distinction between indoor and outdoor.

Natureworks found that they were helping their clients "fall in love again with their homes." Along this line of thinking, we recommended the positioning line, "Stay home. Be moved."

RESULTS

Surroundings unveiled their new brand identity during the 2007 HomeShow. They immediately found that their "leads" were more targeted, often for larger projects, with more substantial budgets than they had experienced in years past. Rand Sorrell, president of Surroundings, noted "New Customers are relieved to have discovered a firm that can confidently answer all of their future home space needs."

In developing this new brand identity, we redefined their overall look to match their interior design sensibilities: clean, contemporary, and sophisticated. The mark can be seen as the overlap of interior and exterior spaces, an overview of a landscape/space plan, or simply two leaves at rest. For the print collateral, we utilized diecut curves and clear foil treatments to uniquely reinforce brand details and echo the quality services offered by Surroundings.

"The updated name, mark and tagline has absolutely exceeded our expectations. Our past clients immediately appreciate that we have substantial design and installation talents and capabilities, not only for exterior landscapes, but interior living spaces as well. Miles Design and the repositioning of our image caused a tremendous impact on our business model and growth expectations, especially with our sophisticated, smart, interior remodeling projects that are magazine-worthy. Our tagline says it all... *Stay home. Be moved.*"

For more information, visit:
www.choosesurroundings.com
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