

# RISE-ing to Meet a Challenge

Boosting the brand identity of an industry association



Responsible Industry for a Sound Environment®



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**Company** | Responsible Industry for a Sound Environment (RISE)

## The Goal

RISE is the national association representing the specialty pesticide and fertilizer industries. In addition to working in the regulatory and legislative spheres, RISE is increasingly focused on helping its members address the environmental concerns consumers have. When RISE put out a call for a new logo, we took up the challenge.

## The Execution

LePoidevin's logo design reenergized a long-established name with a vibrant color palette and modern typography that drew attention to the inspirational aspect of the acronym "RISE". A simple, bold horizon graphic representing the settings pesticides help protect reinforced the message.

## The Results

RISE chose LePoidevin's design, launching the new logo on their website, social media channels and print collateral in spring 2017. The new logo recognizes RISE's history and growth and represents the role they want to play going forward.