

Studio WONDERWELL

Case Study: Building a stronger brand and marketing foundation for Vertex

Client: Vertex Communication 
Industry: Email Program Management

Challenge

Vertex was evolving under new leadership and needed a brand presence that better reflected who they were becoming. The company had deep experience in email program management, but needed greater clarity around its positioning, voice, visual direction, and how that story should show up across the business. The challenge was not only to strengthen the website, but to create a cohesive brand foundation that could support marketing assets, LinkedIn content, future sales materials, and overall brand visibility. Vertex needed a strategic foundation that honored its legacy while creating a clearer, more modern direction for what came next.

The Solution

Studio Wonderwell partnered with Vertex across two phases to shape the brand foundation and website strategy needed for the next stage of growth.

- Led a virtual discovery and input session to align on goals, gather leadership and team perspectives, and establish the themes that would guide the broader brand refresh.
- Facilitated a collaborative in-person brand workshop in Frederick, Maryland to surface team insights, align leadership, and define the company's values, voice, and proof points.
- Developed a refined brand strategy including values, brand character, positioning, elevator pitch, content pillars, visual direction, and guidance for how the brand should show up across channels.
- Provided strategic direction for marketing visibility, including channel recommendations and LinkedIn content guidance to help Vertex communicate more consistently beyond the website.
- Partnered with Vertex on a second phase of website strategy, including sitemap recommendations, page-level messaging briefs, CTA strategy, and low-fidelity wireframes to support developer handoff.
- Supported a broader brand refresh that included visual identity direction and final brand materials as part of the overall engagement.

Results

- **Clarified Vertex's brand positioning** around trust, partnership, and dependable execution in a highly specialized service category.
- **Created a cohesive brand foundation** that can support the website, marketing assets, LinkedIn presence, and future sales materials with greater consistency.
- **Delivered a strategic website framework** that gave the team a clear path forward for copy development, site structure, and developer handoff.
- **Established stronger content and channel direction** through content pillars and LinkedIn-focused thought leadership guidance tied to Vertex's expertise and partnership model.
- **Helped Vertex move from internal knowledge to external clarity**, creating stronger alignment across brand story, services, website direction, and marketing communications.

Tools Used

Virtual & In-person brand workshop facilitation • Messaging strategy • Website strategy • LinkedIn/content strategy • Canva/presentation development • Moqups • Miro • Google Workspace