



HARVEST DISCOVERY BRANDING CASE STUDY

How Oak Creative helped a new legal support company establish itself as a trustworthy and reliable brand in the eDiscovery industry.

Overview

Harvest Discovery is a new legal support company that partners with law firms, corporations, and government agencies to provide highly secure, cost-effective, and defensible eDiscovery services and support for litigation and investigations.

Approach

Starting from scratch with no existing branding, we developed and executed a brand strategy that aligned with the client's vision to build trust, loyalty, and value with their clients. This strategy served as the foundation for creating a visual identity and brand promise, aiming to establish an enduring image and experience in the minds of their customers.

Outcome

Our mission to provide effective and strategic solutions was achieved as Oak delivered beyond expectations. The name, brand identity, and website we developed helped Harvest establish itself as a trustworthy and reliable brand in the eDiscovery industry.

Deliverables

- Business Name
- Logo & Elements
- Illustration & Icon Styles
- Color Palette & Typography
- Corporate Identity
- Brand Guidelines
- Website Design & Development
- Marketing Collateral