

Logo and Brand Identity for Rare Earth Magnet Manufacturer

Situation

Electron Energy Corporation had once been a market leader in rare earth magnets, but over time they allowed their leadership position to slip. Growth through new customer acquisition, market penetration, and employee engagement became critical initiatives that needed to be united by a brand identity.

Challenges

- Visual identity was longstanding but outdated
- Logo and brand identity did not reflect high level of expertise
- Customer dynamics were diverse, making it difficult to identify a differentiator
- Competitor owned a desirable position

Solution

Wavelength conducted industry and competitor research and worked with Electron Energy to uncover the essence and differentiator of its brand. We then applied key attributes to a new look that was careful to preserve existing brand equity while also bringing Electron Energy into the 21st century.

RESULTS:

- **Logo** refresh
- **Tagline** and rationale
- Updated **brand positioning**
- **Brand identity guide** and training
- **Website** update

**We deliver the leads. You close the sales.
Together, we grow your business.**

717-823-6939 | wavelengthresults.com

Reclaiming a Leadership Position Through Brand Identity

Electron Energy Corporation (EEC) is a producer of rare earth magnets and magnet solutions for high profile industries, including aerospace, defense, and medical, and is a recognized pioneer within its field.

EEC had once been a market leader, but over time the company allowed its leadership position to slip. Growth through market penetration and employee engagement became critical initiatives that needed to be united by a brand identity that communicated EEC's leadership and excellence mentality. The company's decades-old logo and color scheme were dated and did not reflect the modern, cutting-edge, industry-leading persona that EEC needed to reclaim its position within the industry and attract the type of expertise and talent that would take them into the future.

EEC needed a brand refresh that leapfrogged competitors and moved them back into a leadership position.

Wavelength conducted input sessions with key EEC stakeholders to inform the look, purpose, and long-term goals of the refresh. We then distilled this information into the essence of the EEC brand and built the brand refresh around our findings. Our evaluation included a complete competitor assessment to ensure the logo, tagline, and positioning statement were unique and relevant to audiences and multi-faceted markets. These three elements—logo, tagline, and positioning statement—worked together to communicate EEC's leadership position and signal to EEC's clients, competitors, and employees that they are a company worthy of a top tier reputation.

**We deliver the leads. You close the sales.
Together, we grow your business.**

717-823-6939 | wavelengthresults.com

Positioning Statement

A positioning statement is meant to unite an organization at every level and provide a single vision that guides decision making and behavior. It captures the response to two key questions. Who are we? What do we do?

Electron Energy Corporation (EEC) is a team of practiced designers, engineers, and producers of rare earth magnets and magnet solutions. From conceptualization and prototyping to testing and production, EEC partners with customers to combine expertise and provide the best possible solutions. Our high quality, high performance magnet materials, such as neodymium iron boron and samarium cobalt, reach into a variety of markets and industries, including aerospace, medical, defense, industrial, oil and gas, and power generation.

