

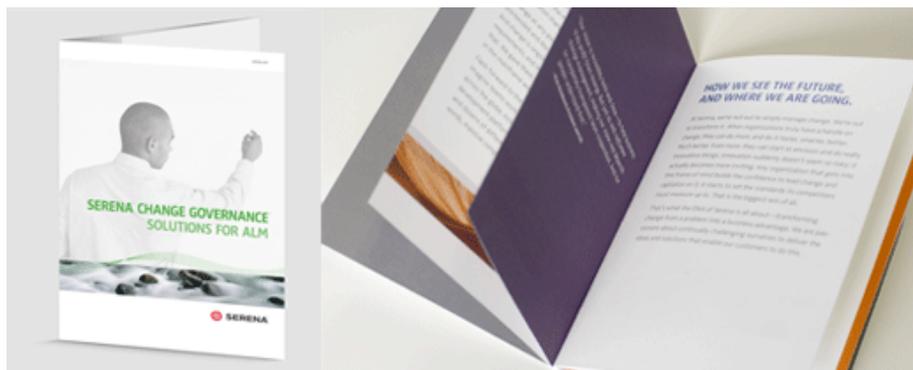
CASE STUDY / SERENA: BRAND IDENTITY

A BRAND REINFORCED TO REPRESENT 30 YEARS OF INDUSTRY LEADERSHIP

Things were changing for Serena Software. At the time OIC was about to partner with the brand, Serena had announced a new vision for how its customers could turn the change resulting from IT processes into a competitive business advantage. It had also moved from being a publicly held company to being privately held. It was about to announce one of the biggest software releases in company history. And its existing brand identity was showing its age.



Serena Logo Redesign



Serena Brand Guideline: content and layout development

CHALLENGE

With 30 years of ad hoc development and little in the way of standards, the brand had become fragmented and didn't adequately reflect the emerging opportunity dynamics or the global scale that Serena needed to address. In order to make the most of its new vision, new ownership, and new products, Serena needed a new brand identity.

SOLUTION

OIC's strategic brand development process enabled Serena to develop its brand to be consistent with the vision, voice, and value it provides for its customers. In doing so, OIC helped Serena signal a change to the industry and to its competitors, employees, analysts, and channel partners—a point of demarcation for Serena as the industry leader in defining and establishing *change governance* as a category, and an opportunity to bring cohesion to a fractured identity. The identity that OIC helped Serena develop speaks to changing the nature of business and to understanding change in a new way that can be leveraged and harnessed for extraordinarily positive outcomes.

RESULTS

Today, the Serena brand is unified under a single consistent identity. OIC created a new logo and identity system that could be implemented appropriately across a variety of media and across the globe—a system that will assist in the company's efforts to signal change, create competitive differentiation, help appropriately position the company, and reinforce Serena's category leadership.

/ OIC'S STRATEGIC BRAND DEVELOPMENT PROCESS ENABLED SERENA TO DEVELOP ITS BRAND TO BE CONSISTENT WITH THE VISION, VOICE, AND VALUE IT PROVIDES ITS CUSTOMERS.

/ OIC CREATED A NEW LOGO AND IDENTITY SYSTEM THAT COULD BE IMPLEMENTED APPROPRIATELY ACROSS A VARIETY OF MEDIA AND ACROSS THE GLOBE.