



Company Backgrounder

OVO

OVO Creative Group is a Phoenix-based, boutique branding and strategic design firm specializing in brand identity, naming, creative fulfillment and brand management. The company provides strategic marketing and creative design services for businesses seeking to launch, grow or reinvent themselves within a broad range of industries. OVO stands out from its competition with a company philosophy centered on “design as business strategy”—meaning design as a functional, relevant, compelling and clear cornerstone of serious brands.

Founded by industry experts Ryan Durant and Kyle Hildebrant in 2005, OVO is quickly making a name for itself within the Arizona business market and marketing world. The entrepreneurial team brings extensive experience and international accolades in branding, naming and design.

Durant and Hildebrant first met after working together at a Scottsdale-based design firm where they recognized a need in the marketplace for a more strategic, holistic approach to brand marketing and design. The two forged out on their own, fulfilling the perceived market gap with the inception of OVO.

The company's strategic branding expertise spans disciplines from brand management, to naming, visual identity, advertising, collateral and interactive design.

Unique Approach

OVO's work is a synthesis of sound business insight, comprehensive research, strategic design and creative magic. Their distinctive development process is a streamlined four-stage method: Define, Concept, Create and Direct. This process stems from a belief that brands should naturally evolve out of the essence of their offering. The result is a consistently superior creative product that relates inherently to target markets, maximizing the use of design as a catalyst for business goals.



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Unique Approach (continued)

By using a personalized, advisory approach to brand management and design, OVO develops creative solutions that are well-researched and centered on core brand features, values and culture.

As a strategic advisory, OVO understands that branding is more than aesthetics. Brand Identity development and marketing communication is a cumulative effort to establish essential attributes in a clear, concise and compelling manner. Leveraging design as a business tool, OVO is determined to give its clients creative solutions that propel the brand forward in terms of perception, value and market share.

Company Mission

OVO seeks to successfully develop, extend and manage meaningful brands for its clients, creating real company value while engaging target audiences, doing so with the highest level of professional, ethical, and graphic standards.

Clients

Since OVO's inception, its reputation within the branding and marketing industry has been strong and fast with a national client portfolio that includes: SS8 Networks (Communication Technology); Fuchsia (Spa Franchise); Sticks, Stones & Dirt (Land Development); 1st Signs (Commercial Sign Manufacturer); GrossLog (Software Development); Oliveira Dressage (Equestrian Breeding & Training); Duet (Health Support Services); Scottsdale Swing (Golf Concierge); Blumo (Mobile Ad Agency); Siren (Home Security); Zoove (Communication Technology); The Phoenix Art Museum (Cultural Center).

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