



rebranding overview



GB Agency is a full-service boutique strategy and marketing agency providing growth solutions to successful clients.



Rebrand Example 1

About

ICRD needed to update their logo (bottom of page) to represent the modern style of the non-profit, with 4 elements representing 4 different faiths.

Approach

The ribbons around the globe represent a significant upgrade from their original logo, and we integrated both the initials ICRD and the full name in the logo.





Rebrand Application



Rebrand Example 2

About

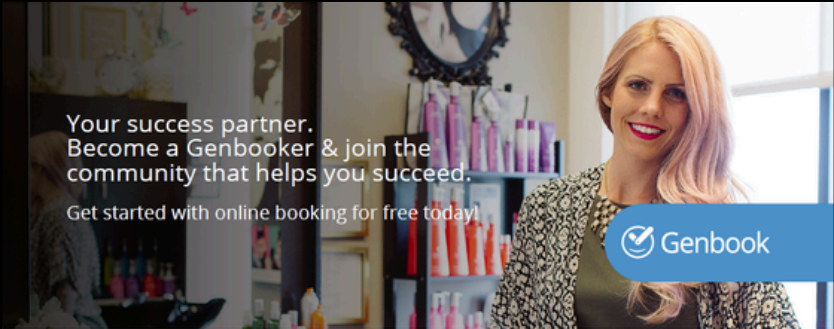
Genbook was a SaaS provider of front and back office systems for spas and salons that focussed on its time allocation and online booking capabilities.

Approach

We were restricted by the color choice as it had to match what they already had but were freedom for the design otherwise. Incorporating the clock resonated particularly with stylists and salon owners and the smile made Genbook more approachable for a target audience that typically pushed back on technology.

Outcome

The clock face icon gave a lot of options for application online and in print (see next slide) and it strengthened Genbook's market position to the point where they were acquired by Booksy.



Your success partner.
Become a Genbooker & join the community that helps you succeed.
Get started with online booking for free today!



**Schedule Online**

You can easily manage your business's schedule online with Genbook.
No more phone or email tag, no heavy day planners, no stress. Genbook allows you to manage your appointments, your business, and your staff online. Real reviews from verified customers will boost your reputation across the Web.

**Make Some Noise!**

Genbook makes it easy for you to be found and booked online.
It's critical that your business is easily found by prospective customers. Genbook connects your business to all the major search sites, online directories and local apps, making it simple for your customers to book online.

**Receive and Monitor Reviews**

Publish glowing reviews from real and happy customers.
Genbook automatically requests feedback from your customers after their appointments. You can share your glowing feedback on social media and promote your star rating on Google Search to boost your reputation and attract new customers.

**Accept Payments**

Track your performance and receive payments
With Genbook, you can request payments, making sure you get paid on time. Capture credit cards, or request a deposit or full payment upfront.

**Delight Customers**

Give your customers the experience they deserve.
Customers can easily schedule, reschedule, and manage their appointments online and through the Genbook Customer app. This will maximize your schedule and keeps your happy customers coming back.

More of Genbook's great features:

-  **Mobile Apps** - Manage your business on-the-go with our Genbook Manager mobile app, and delight your customers with our easy-to-use Genbook Customer app.
-  **Booking Buttons** - A choice of colorful 'Book Now' buttons and scheduling links for your website, Facebook page, or email newsletter.
-  **Customer Contacts** - All of your customers' contact details and appointment history in one place, as well as notes.
-  **Customizable Calendar** - Configure Genbook to match your staff, services, availability, and scheduling preferences.
-  **Social Media Marketing** - Promote your business with one-click sharing tools.
-  **Email/SMS Notifications** - You, staff, and clients receive confirmations, reminders, and updates via SMS and email.
-  **Staff Logins** - Set up online access privileges for your staff and admins.
-  **Performance Dashboard** - Comprehensive business analytics charts that you need to manage your business.
-  **Flexible Booking Options** - Customize with great features such as double booking, buffer, or split bookings.

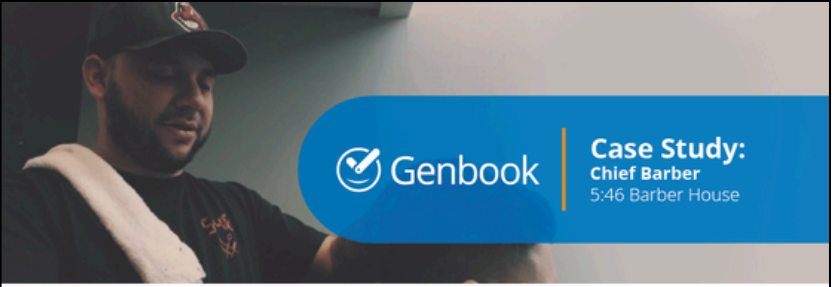
Why choose Genbook?

Genbook believes managing your business should be easy.
With over 100 great features, we help businesses of all sizes

- 20,712 service professionals
- 36m appointments made
- 7.5m happy customers



Anywhere, anytime, any device.
Easy to set up, manage, and use.
Try Genbook for free!
genbook.com

**Case Study:**
Chief Barber
5:46 Barber House

We are thrilled to bring you our first video testimonial from the fiercely talented Chief Barber of 5:46 Barber House in Upland, CA. Rolando (AKA Chief Barber) has been amazing to work with in creating this piece and we're very excited to see what he does in the future (and how we can help). Rolando is coming up on his 5th year of barbering and thanks Genbook's team and platform for the tremendous growth he has had since he started using Genbook.



"I now have the whole team using the app and business is steadily growing daily."

Video still courtesy of @elevatedmediagroup

Like many others, Rolando started as a booth renter at a shop and was having a hard time organizing himself and his appointments. "Once I began using the app I saw a huge jump in how serious current and new clientele were taking my profession."

"Before using Genbook I was double booking, forgetting to write down appointments... overall losing money when that would happen."



Video still courtesy of @elevatedmediagroup

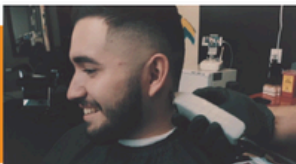


"Genbook functions as my personal assistant when it comes to managing my appointments."

Video still courtesy of @elevatedmediagroup

It helped him double, even triple, his business in a year! With all that new business, and access to analytics, it gave him the confidence to take a risk and open up his own barbershop that is appointment based only.

"Try their free trial, I guarantee you'll never look back."



Video still courtesy of @elevatedmediagroup

Check out Chief Barber's incredible video and much more on our YouTube channel.
https://youtu.be/xN_YxIV6288



Get started with online booking for free today!
Call 844-817-0197
or visit www.genbook.com/register



Rebrand Application



**NEWTOWN
CREEK
GROUP**



Rebrand Example 3

About

Newtown Creek Group is the superfund site appointed to clean up and maintain the Newtown Creek, which divides Queens from Brooklyn in NYC.

Approach

NCG needed a logo that could work with both their initials and the full name. They also required a visual icon that was recognizable as the creek itself.



GB is a boutique design and marketing agency based in New York City, with a satellite office in San Antonio and an all-in-house team across design, copy, development, strategy and project management.

Formed by James Bremner in 2012, GB has worked across a huge number of sectors, including tech, and particularly SaaS. In fact, James was CMO of 3 SaaS companies before creating GB Agency.

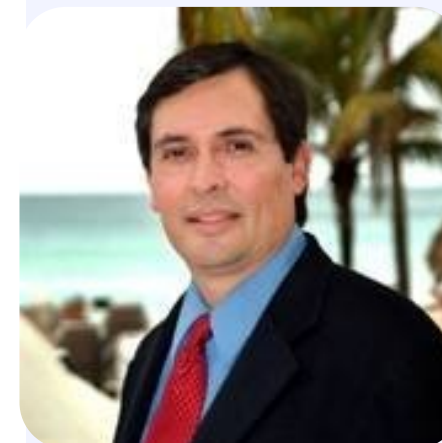
Other Examples

Over 100 brands created. 75+ plans, positions and brand messaging executed. Leading to dozens of market leading positions.



Ellie S

James and his team created a beautifully crafted website that reflects the spirit and dignity of my law practice. James respected my mission, understood the realities of solo practice, and supported my goals with warmth and boutique-level attention.



Jonathan C

James is that rare individual who truly cares as much about his customers' actual needs as he does about growing his business. He is also by far one of the most knowledgeable and hard-working person we have ever come across in the field of digital media.



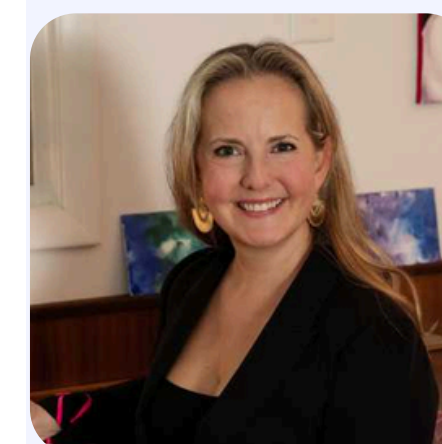
Melyssa J

They approached every project as a partner, always asking the right questions & offering great ideas. They challenged us to think outside the box and provided solutions to any given problem, delivering every project on time, budget and strategy without compromising the quality of work.



Marilois S

James and his team went above and beyond any expectations. In fact, he viewed our relationship as more collaborators in building my business. He provided strategic advice and referred critical partners, all of which were outside his role.



Dr. Jennie B.

James has been an exceptional creative and strategic partner for my websites and brand for the past five years. He listens closely, is consistently flexible as my offerings evolve, and translates a complex, nontraditional model into a polished and distinctive online presence that feels authentically “me”. Highly recommend.

Testimonials

We would love to work with you!

Discover what a truly talented agency can do.

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