

COMPANY OVERVIEW

Brand Institute, Inc. provides specialized brand name and identity development services across healthcare, consumer, business-to-business, and government sectors. Their offerings include proprietary and nonproprietary name development, comprehensive trademark screening, linguistic evaluation, and regulatory name safety assessments, along with expert visual identity design. In addition, the company delivers a broad portfolio of market research services that underpin effective branding and communication strategies. By integrating these services, Brand Institute ensures tailored, high-quality solutions that enhance market positioning and drive competitive differentiation in every project.

PAST PERFORMANCE

7 Points

Brand Institute developed and refined a Corporate Visual Identity, Product Name, and Messaging for 7 Points. Based on 7 Point's needs, we provided them with a Strategy Consultation and Brand Messaging Audit. We then determined their needs and provided them with Corporate Identity, Visual Identity, Tagline/Messaging Development, Market Research (Corporate Name, Product Name, Taglines, and Visual Identity), and Communication Vehicles.

Start Date: December 20, 2022

End Date: April 3, 2023

Value: \$45,000.00

DIFFERENTIATORS

Brand Institute, Inc. sets itself apart by performing all work in-house with no outsourcing, ensuring complete control over quality and turnaround times. Their team includes dedicated former FDA regulators from the DMEPA Division, providing expert guidance for pharmaceutical and device naming projects. Additionally, the firm operates its own market research panel, internally recruited and managed, which guarantees accurate, timely insights for every project.

BRAND INSTITUTE, INC.

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UEI: JUV4UNA4Z8F5

CAGE Code: 8ZY66



NAICS CODES

Primary NAICS: 541910 - Marketing Research And Public Opinion Polling

Secondary NAICS: 541430, 541613, 541810

CORE COMPETENCIES

- Brand Name Development
- Logo Design & Testing
- Website Design
- Market Research
- Brand Strategy

