

RYAN • JONES

## enCOMPASSING VISIONS

Strategy | Branding | Communications

Website: [www.encv.com](http://www.encv.com)

Business: Energy, Aerospace, Government

Products: Job/Role Evaluation Software

Challenge: The branding and collateral of an owner/managed software firm was trapped in the 1980s.

Initial Project:

Brought in to update the corporate identity, produce an overview brochure and build a new, interactive website.

Subsequent Project:

A value proposition assessment revealed that a core offering – a pay equity job evaluation tool – could be ring-fenced and promoted separately as a plug-in to larger third-party offerings. Ryan-Jones sub-branded this functionality as “enVitae” effectively expanding the software and service offering of the company.

Current Relationship:

As planned, Ryan-Jones was able to hand off a “growth-ready” brand and website. We support the in-house developers, when required, as they continue to build out the blogging and social media components of their site.



ENCOMPASSING  
VISIONS

DOUGLAS A.W. CHAPMAN  
FOUNDER & MANAGING  
DIRECTOR



“Eleanor took the time to understand our vision. It wasn’t about graphic trends or taglines, it was about understanding our value and coming up with an image and collateral that worked best for enCompassing Visions.”

