

Olympic Research Inc.:

A Brand Story About Innovation

Olympic Research, Inc. (ORI) is a professional services company that provides innovative solutions to energy and environmental challenges, principally to clients such as the US Department of Energy and large oil and services corporations. ORI required a brand identity that would position ORI's value and quality against larger competing companies who could be perceived as having more resources and expertise by virtue of their size.

ORI's target audience consists of state and federal departments of energy, oil corporations, services corporations, and any company or agency that deals with environmental and energy issues.

Competitive positioning for ORI focused on its unique blend of in-house expertise, its creative approaches to problem-solving, and the advantages that come with hiring a smaller firm that is more nimble and responsive. ORI's key staff has a broad range of capabilities, with many years of experience and a combined expertise proportionally far in excess of staff size.

Key positioning concepts include experience, expertise, professionalism, credibility and responsiveness. The differentiation provided by ORI's innovative approaches and unique array of expertise, and the advantages derived from the direct interactions that are possible with smaller firms, made for a strong competitive edge.

"Laurel's process for brand image development is methodical and effective," said Bill Lowry, CEO of Olympic Research. "She worked with us through several stages of prototypes, listened to our feedback, and in the end the selected logo design was both her and our top choice, an ideal combination. This process and quality flowed over to our website design. We are very pleased with the results."

ORI's logo was a winner in the 2017 American Graphic Design Awards. In 2020, ORI merged with isol8 Limited, a UK-based oil and gas technology company located Aberdeen, Scotland.

