

Client	Q & Agency
Project Name	Q & Agency Identity/Branding

Background

Q & Agency, formerly the Robertson Agency, is a professional learning environment where VCU students create real deliverables on a bi-weekly basis for local clients. Student groups work directly with local businesses to develop advertising and marketing solutions. From brief to final client presentation, the members of Q & Agency get first-hand advertising experience that models a real-world agency. In this student-led organization, each member gains exceptional pieces for their portfolio while also making a positive impact in the community.

Problem

The Robertson Agency did not have an existing visual identity and faced organizational challenges due to the agency's name. The Agency needed a new name and identity that communicated its unique professional environment while also communicating the agency's function within The Robertson School of Media and Culture.



Q & Agency logo

Solution

Based on market research done by a previous agency group, our team created a unique agency name that best represented the organization's mission of student-led problem solving. Q & Agency takes any questions that clients have about advertising and marketing practices and creates answers for them. From there, our designer created a visual identity and branding guidelines to build a cohesive and comprehensive identity for agency members and clients to connect with.

Results

Once the new brand was introduced, the Agency was able to reformat file templates and social media images, making the Agency look and feel more professional to clients. The new brand was used to reintroduce previous clients to our services and is beginning to be recognized by potential clients in the city. With a new identity, Q & Agency making collateral that will enable them to spread awareness to the VCU and Richmond business communities.