

# brand development



## Separateways Divorce Mediation Services.

Divorce. The very thought of it conjures images of heated disputes, broken hearts and broken marriages, with no options but conflict.

**You need inteloquence™.**

Broecker Mediation Services sought to change the way they were perceived by their customers and colleagues, so they asked Inteloquence to redesign their identity and rename the company to suit a more warm, less confrontational image and approach.

We created a new name, a new website, a complete branding initiative including stationery, a direct mail program, a public relations campaign, and are currently working on an infomercial for the firm.

**It's marketing, made smarter.**

<http://www.separately.org>

