

INDUSTRY ENGINEERING
WORK DONE BRANDING

Establishing a Young Company through Award-Winning Collateral



R & G ENGINEERING, LLC.

R&G Engineering, an up-and-coming transportation engineering company, has experienced rapid growth over the past few years thanks to some high profile projects with the Illinois Department of Transportation and Metra. Despite these recent successes, potential clients were still largely unaware of the company's unique combination of energy and experience. Through a simple yet striking marketing piece, Blue Daring helped R&G bring its value to the fore. Blue Daring carefully analyzed R&G's target market to identify the style and energy that would be most attractive to the company's target decision makers. With this vital information, Blue Daring developed a sustainable, modular marketing piece that allows R&G to target each potential client. The result was a simplified business development strategy that not only made R&G more successful, but won Blue Daring an award for exceptional print work.

*Through innovative print design,
Blue Daring helped R&G open
new doors and grow.*

TOOLS

- Custom Folder
- Brochure
- One Sheets
- Brand Identity Refresh



STRATEGY | COMMUNICATIONS

Blue Daring is a firm that specializes in strategy and communications. Our strategy division works with companies and organizations to launch ideas, plan for the future and optimize operations. Our communications division works with organizations to make them more relevant, engaging and visible to their target audiences. **Call us at 312.243.8700 or visit us at bluedaring.com**