

Parable Group launches corporate rebranding

Written by Christine D. Johnson
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PARABLE
Delivering Your Story™

The Parable Group has announced the launch of its new corporate identity with the rollout of a new logo and tag line.

The refreshed brand identity is the first in 28 years for the San Luis Obispo, Calif.-based marketing firm and presents the tag line, “Delivering Your Story.” The refresh correlates to several recent corporate shifts, including the merging of the company’s online display marketing division, Parable Agency—which offers digital marketing services to faith-based organizations—with the flagship side of the business. The Parable Group has also experienced increased interest in its data services, which has become a significant part of its business. In addition, the company has moved into digital products that include apps, electronic books and email services through SnapRetail.

“Our new brand identity is the next step in communicating to both current and potential business-to-business (B2B) clients and stores that The Parable Group provides marketing solutions and services that are forward-thinking and effective,” said Steve Potratz, founder and CEO. “We want to illustrate to the industry that we are a kingdom-focused company with a strong commitment to helping retail stores and other Christian organizations tell their stories.”

In developing Parable’s new look, tone and direction, management and staff worked with customers and clients to build a brand that reflected their needs and expectations by identifying success stories, day-to-day experiences and areas where the brand could improve and better serve them.

Parable Group’s new identity aims to demonstrate its commitment to deliver innovative, industry-leading marketing solutions connecting products and services to Christian consumers. Along with a redesign of its logo, Parable Group plans to relaunch its corporate website in the

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months ahead, and a new sign will be erected in front of the company's new headquarters at 102 Cross St., Suite 210 in San Luis Obispo, where it moved to last November. No change is planned for the branding of Parable Christian Stores and other business-to-consumer brands.