

The Orderly Method

Brand Identity and Website

THE SITUATION:

As a new professional home organizing company, The Orderly Method was looking for a fresh brand identity to help establish a professional and reputable presence in the industry. The goal for the overall style was to convey that simple, tranquil living spaces are easily obtainable and customizable to reflect your personal style.

OUR SOLUTION:

Zeller Marketing & Design developed a logo that pairs simple, sleek and modern typography with a subdued color palette to invoke a fresh and clean feeling. We carried that over into a website design, weaving in soft boho vibes through hand-drawn patterns and illustrations to give the brand a personal touch.

THE RESULT:

The Orderly Method brand was brought to life through all of the personal touches to the identity, allowing it to stand out from the competition. The simplicity of the site also makes it easy to navigate and is fully responsive with SEO optimization that places the website on the first page of online searches.

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