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Mark Lacher, Partner
Lacher & Associates



Re-Discovering Those Things That Matter Most

A NEW BRAND IDENTITY FOR LACHER & ASSOCIATES

A change in ownership and a legacy to continue. The support of silver-anniversary celebrating associates and life-long business friends. New markets and much excitement. How's that for an introduction?

Established in 1958, Lacher & Associates, an insurance agency based in Souderton, Pennsylvania, recently rejuvenated it's brand with "What Matters Most." The rationale offers support for its new logo system, stationary, collateral and website design. With more projects in the works, momentum continues to blossom.

"Part of our reason for changing our brand was to create an energy," says Mark Lacher a partner at Lacher & Associates. Instigated by the branding process, L&A realized the need to unite the "disconnect between our mission statement, our core values, and our brand." While separately these passages guided associates, the "rebranding was an organic process and looking to tie point A and point B."

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The united version of L&A is expressed through its active identity and flexible elements. Expressing confidence to those who have known you since Sunday school is one thing, captivating new prospects requires a fresh introduction. After all, insurance through Lacher & Associates provides a lot more than the plastic card stuck in your wallet.

"We worked hard on the descriptors of the brand and how aggressive or bold we are. We wanted to push the envelope and position L&A as an exciting, progressive firm which is not only changing, but also offers different experiences than our local competitors." And the outward strategy would be simple: "We wanted to be able to talk about our brand in client meetings."

As both a conversation piece and a commitment to evolving as a firm, L&A's new identity employs balance between its community-driven relationships and expected growth into new markets. And at the end of the day, L&A's appreciation for the journey itself will guide a new generation. "We think of working with businesses or business leaders as a process rather than an event...the ideas that are generated need to continue."

Oh, and Lacher & Associates has just been recognized as one of the "Best Places to Work in PA." Optimistic? Fun? At Able, we think those are appropriate words. And who said insurance couldn't be fun?

