

The logo features the number '180' in a large, bold, black serif font. To the right of the '0' is a smaller, red-outlined circle. To the right of the circle is a lowercase 's' in a black serif font. A registered trademark symbol (®) is located to the right of the 's'.

BEFORE

The logo features the number '180' in a large, bold, black sans-serif font. To the right of the '0' is a smaller, solid red circle. To the right of the circle is a lowercase 's' in a black sans-serif font. A registered trademark symbol (®) is located to the right of the 's'.

AFTER

## **180s**

Brandemic (formerly BrandRx Marketing) founder, Brent Hollowell, was engaged by the founders of this innovative consumer products product company to help reposition and further develop its brand portfolio. Leveraging his proven methods, Brent led the team through a strategic alignment process and was hired as CMO, where he ultimately led the company's marketing, sales, and product teams.

Following the re-branding of the flagship sports performance brand, 180s, and a product revamp of its workwear and private label brands, Gorgonz and From the Blue, the company catapulted to profitable growth and increased retail distribution in the first year.

180s was named the #1 Fastest-Growing Inner City Company in America by *Inc. Magazine* while also gaining international accolades and deep distribution in more than 30 countries.