

# How do we make the intangible — tangible?

## case study: **TELEOS LEADERSHIP INSTITUTE**

### background

Teleos Leadership Institute, a consulting firm at the forefront in the field of emotional intelligence, assists governments and other complex organizations to make the best use of their human capital and intellectual resources to achieve their goals. Although highly respected in the consulting field and earning an impressive client list, the firm lacked appropriate branding and corporate communications.

### challenge

Teleos sought guidance to develop an identity program that would embody the breadth and depth of its high-level services. The integrated communications program had to clearly express the tangible benefits of the firm's seemingly intangible range of services.

### solution

SandorMax worked with Teleos to bring form to the value and benefits of their services through a new identity program and corporate website. The new identity conveys the core philosophy that the source of organizational knowledge and wisdom comes from within. The iconic logo uses radiating flames to express the outward flow of knowledge evocative of the emotional intelligence process.

SandorMax followed the identity program with the development of the Teleos Leadership Institute website. SandorMax developed the Teleos website with the goal of distilling the distinct services into clearly defined practice areas, highlighting the firm's ongoing value for potential clients. The Teleos approach to client engagements was developed in depth to differentiate the firm from the competition. Evocative imagery is used throughout the site to suggest the challenges of leadership, culture, strategy and change – the key organizational pressure points at which Teleos provides paramount value.

### results

The new Teleos identity and communications program reflects the stature of this highly respected consulting firm and has substantially increased its visibility in the global consulting market. The website has proven its efficacy as a forum for Teleos research papers, global speaking engagements and case studies and has been instrumental in garnering new assignments for the firm.

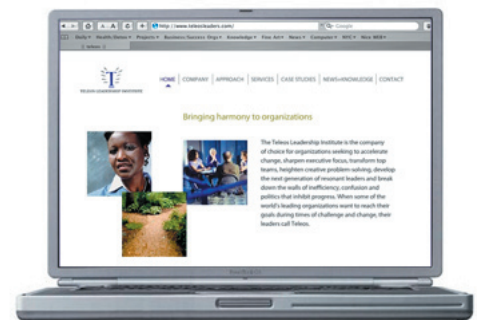
[www.teleosleaders.com](http://www.teleosleaders.com)



TELEOS LEADERSHIP INSTITUTE  
corporate logomark



corporate standards



website design and production



brand extension

**SandorMax**  
integrated marketing. inspired design

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