

# Mires+Ball



## Shure

### Leveraging a Brand's Pro Heritage

**The Challenge:** As Shure moved into consumer markets, the audio equipment manufacturer needed to evolve its brand without alienating its core audience, professional musicians.

**The Solution:** MiresBall developed a positioning for Shure that focused on its reputation for quality and passion for audio, characteristics that have made the family-owned company an industry leader for 80 years. Working with Shure executives throughout a yearlong initiative, we developed a brand narrative that emphasizes these strengths at every touchpoint, beginning with the tagline, "Legendary Performance." A highly systematic visual system—including a simplified logo and authentic, evocative photographic style—further underscores the company's iconic status.

**The Result:** Supported by comprehensive usage guidelines, the new Shure brand is now being executed worldwide with consistency and confidence.

#### Strategy

Ideation  
Research & Analysis  
Competitive Audits  
Positioning Briefs  
Brand Platforms

#### Assets/Tools

Identities  
Names & Nomenclatures  
Messaging Platforms  
Visual & Voice Guidelines  
Proprietary Visuals

#### Expression

Print Communications  
Packaging Systems  
Events & Environments  
Digital Media  
Advertising

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