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# Northwoods Announces New Branding

**(May 18, 2020)** - Northwoods is excited to announce an update to its company brand identity – including a new website and URL ([www.nwsdigital.com](http://www.nwsdigital.com)), updated marketing collateral, an updated logo, a new tagline and more.

"Our external appearance has changed to better reflect who we are, but the same exceptional service and high-quality work our clients have come to expect during the past two decades isn't changing at all," said Patrick Bieser, founder and president of Northwoods. "It's critical to us that our brand identity match our company personality and the honest guidance, trusted advice and dedication to excellence - mixed with just the right amount of fun - that we uniquely provide and that isn't easily found elsewhere."

That dedication to outstanding service and digital expertise is neatly summed up in Northwoods' new tagline: creating peace of (digital) mind.

When clients choose Northwoods, they'll find a true digital partner - a digital best friend - who's focused on their ultimate success and happiness. Since 1997, Northwoods has worked with more than 900 B2B and B2C companies to lead, develop and execute more than 5,000 digital strategies, digital marketing and advertising initiatives, websites, and software projects.

The new brand identity also reinforces Northwoods' dedication to thought leadership and lifelong learning. Northwoods routinely invites executives and marketing and IT professionals from businesses both large and small and across all industries to [webinars and in-person workshops](#) on the latest topics and trends in digital strategy, digital marketing, website design and software development. Thousands of professionals have attended Northwoods' education programs over the years, including other local digital agencies.

- more -



"We're extremely proud of our focus on learning and teaching - it's integral to who we are as a company," said Rick Fessenbecker, managing director at Northwoods. "We're absolutely committed to continuing to provide thought leadership and digital guidance to executives, business professionals and our community through our webinars and workshops."

Northwoods' digital experts also routinely provide insights, analysis and data around the latest digital trends and best practices in its [blog](#).

"Here at Northwoods, we pride ourselves on being our clients' digital best friend," added Fred Pike, managing director and CFO at Northwoods. "Our ability to share our ideas, opinions and expertise in a friendly, honest and transparent way is one of the things our clients say they value most about us - and what makes us different from other digital agencies. Now, with our updated branding, how we present ourselves externally will match the quality of the service and expertise we've been known for for years."

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### **About Northwoods**

When companies choose Northwoods, they get a true digital partner — a digital best friend — who's focused on their ultimate success and happiness. Through honest guidance, outstanding service and exceptional expertise, our team is dedicated to helping our clients' teams consistently meet and exceed their business goals.

Digital Strategy | Digital Marketing & Advertising | Websites | Software Development

Learn more at [www.nwsdigital.com](http://www.nwsdigital.com).