Hanson Brands Bentley's Revolutionary Architectual Software

With revenues surpassing $400 million annually and more than 2,000 colleagues around the world, Bentley Systems provides innovative software for the global architectural community.

Recently Bentley called upon Hanson to brand its new revolutionary architectural design software GenerativeComponents (GC). Combining intuitive logic, GenerativeComponents allows architects to model geometry and capture relationships with unrivaled flexibility.

Hanson's creative team developed the brand positioning and "Let the Genius Loose" slogan that would set the tone for the marketing campaign and product launch.

With the value proposition and a theme developed, Hanson created an innovative design for the logo and associated imagery that represented the brand. The logo incorporates a multiple swirling line graphic that depicts the software's ability to morph from one design to another.

A series of ads and tradeshow materials were developed for the 2008 Smart Geometry Convention held in Munich, Germany. The ads showcase the software's innovative modeling ability to design complicated structures.
In addition, the youthful spirit of the ads conveys the brand's promise that this is a product that would allow the "creativity within" to finally be fully realized.

gc GenerativeComponents™

Print Ads

Website