



Growth Strategy leader, 4i Inc. Unveils New Logo & Branding

4i's new logo and "The Science of Growth" tagline reinforces the firm's focus on breakthrough growth analytics,

DEERFIELD, IL, USA, September 4, 2014 /EINPresswire.com/ -- 4i, a growth and foresight analytics firm dedicated to helping clients uncover and execute on growth opportunities, announced its new logo and branding, designed to reinforce its growth-oriented focus and use of foresight analytics to deliver measurable results. 4i's new tagline, "The science of growth," underscores the firm's own growth, expansion and commitment to building sustainable strategies through its proprietary foresight analytics capabilities to discover and deliver long term success to its clients.

From a design perspective, the bold design reflects a modern and streamlined look, and solidly reflects the mission and philosophy of 4i. The dramatic new logo, which forms an upwards-pointing arrow, reinforces 4i's core competency, and its commitment to be a trusted growth advisor to each client.

In the increasingly complex business world, achieving growth goals are harder to come by, but at the same time companies are finding themselves with an unprecedented amount of data, both from the production end and the sales channel. 4i's approach is to leverage this treasure trove of data to derive actionable and predictive insights, and create a forward-looking model. The ability to be more predictive and to identify the most attractive areas of focus is becoming more important. 4i's scientific strategy delivers on that focus.

"Our new strategic branding reinforces our focus on growth analytics, and our mission of bringing more science and discipline to the art of business and growth," said Dr. Eugene Roytburg, Managing Partner at 4i. "The behind-the-scenes creative marketing work that resulted in the new logo design and tagline was the result of an extensive initiative, during which our team conducted extensive research before implementing the sleek streamlined look of our new logo, and the telling tagline, 'The Science of Growth.'" The redesign reflects 4i's own internal growth over the past several years. "We have added several new practice areas as we have refined our vision and value proposition to better serve our clients," added Dr. Roytburg.

4i's proprietary algorithms and Insight Value Chain framework help clients realize full value from their insights and analytics functions. Over the past decade, 4i has helped Fortune 500 clients accelerate growth by identifying and capturing the most attractive opportunities across markets, consumer segments and geographies.

About 4i

4i's forward-looking, predictive foresight analytics driven approach helps clients uncover future growth opportunities, size future demand, develop successful growth strategies, and identify new innovations to succeed in tomorrow's marketplace. The company's foresight analytics have been proven over time to deliver consistently accurate results that help clients realize unparalleled growth opportunities. For more information on 4i, please visit <http://www.4iconsult.com/> or contact Dr. Eugene Roytburg, Managing Partner at (630) 799-8155.

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David Schutzman
4i
203 550-8551
email us here

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