

Research Innovator Refreshes Look to Highlight Actionable Insights

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/EINPresswire.com/ -- Tendency, a research firm empowering organizations with predictive insights, has launched a refreshed brand identity and website, Tendency.com, in collaboration with design agency JOHN LUKE. Based in the Eastern Market neighborhood of Washington, DC, Tendency now has an updated look that features a sleek design and sharper focus on its niches: Membership Organizations, Customer Insights, New Markets, and Employee/Recruiting Research.



“Our mission is to make research actionable and forward-thinking,” said Stefan Hankin, President and Co-Founder of Tendency.

The new branding, crafted by JOHN LUKE, reflects Tendency’s unique ability to gather [live insights](#) and predict future behavior. “John Luke’s creativity and clarity brought our vision to life,” Hankin added. “The result is a bold, cohesive identity that resonates with our clients.”

The refreshed brand is live across Tendency’s website and materials, signaling its commitment to delivering impactful solutions. Visit Tendency.com for more. Inquiries can be directed to Stefan Hankin at hello@tendency.com or (202) 792-4875.

About Tendency

Tendency, based in Washington, DC, specializes in research that drives results through live insights and [predictive analysis](#), serving membership organizations, customer insights, new markets, and recruiting needs.

About JOHN LUKE

John Luke Laube’s studio, JOHN LUKE, is renowned for crafting innovative, resonant [brand](#)

[identities](#) tailored to its clients' missions.

John Luke

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