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**CONTACT:** Jim Miller  
Brand Iron  
303-906-4866

## **Brand Iron Launches Redesigned Website**

Agency's website communicates importance of brand building during economic downturns

**DENVER (Sept. 15, 2008)** – Brand Iron, a Denver-based branding and marketing agency, has announced the completion and launch of its new company website. The website, [www.brandiron.net](http://www.brandiron.net), also includes a detailed description of the various brand programs Brand Iron offers, client work samples, and a direct connection to the agency's weekly blog.

"We essentially do two things for our clients and we wanted to make that message very clear on our website," said Michael Doyle, Brand Iron president. "We are a branding and marketing partner that helps companies forge brands and drive revenue. The current business climate has been challenging for many due to trying economic times, but we want to demonstrate how strong brands can thrive during turbulent periods."

The new website, which was designed and developed in-house, had also been featured on CSS Heaven, a web design gallery that showcases innovative CSS/XHTML web designs submitted by web designers from all around the world. CSS Heaven provides a central resource of some of the most eye-catching and innovative web designs in the world.

As part of the redesigned site, Brand Iron will continue to feature its brand evaluation tool, something the company developed in 2007. Brand Iron's "Brand Scorecard" (accessible via the Brand Iron website or at [www.brandscorecard.com](http://www.brandscorecard.com)) is an online survey designed to help companies measure its current brand status. Brand Iron will review and interpret the results of the survey and respond with an evaluation and tangible action steps to help the company increase brand value.

Brand Iron is a leading branding and marketing firm in the Rocky Mountain region. Applying its three-phase, seven-step proprietary system of "Forging Brands, Driving Revenue®," Brand Iron helps companies build business and improve bottom line results. Brand Iron strengthens marketplace position by analyzing and improving the sales, marketing and operations process holistically. Additional information can be found at [www.brandiron.net](http://www.brandiron.net).