15 YEARS OF BRAND SOUL

2004 SEPTEMBER	OLG moves into 1301 Lafayette Street, renting the 225 square-foot office at the top of the steps! Founded at the end of 2000, OLG HQ was previously Matt's kitchen at 936 ½ Columbia Avenue.
2005 MAY	OLG designs the invitation for Grand Wayne Center expansion's ribbon-cutting; two years later, we develop an award-winning overhaul of the convention center's website.
2006 MAY	The Downtown Improvement District engages OLG to develop and program a four-week block party series. The series kicks off with an upstart band from North Carolina, The Avett Brothers.
2007 FEBRUARY	The Embassy Theatre engages OLG to create a new fundraising concert. We develop *Down the Line* and market and produce the first four events.
2007 APRIL	OLG commits and is named advertising agency of record for Lutheran Health Network, in strategic partnership with Lodge Design.
2008 AUGUST	As part of the city's Bike Friendly City initiative, bike lanes appear in downtown — and our three major trail groups merge to form Fort Wayne Trails. OLG develops the organization's brand, in-kind.
2009 APRIL	Harrison Square opens. OLG designs the hotel RFP, develops The Harrison website, and even helps name — and create original logos! — for the team.
2009 DECEMBER	David Bazan, singer and songwriter of the band Pedro the Lion, performs the first-ever concert in The B-Side.
2010	For OLG's 10th anniversary, we introduced Lucky Ten, a series of ten concerts taking place at different venues around the city, including OLG clients The Brass Rail, The Tiger Room, Embassy Theatre, Arts United and Cinema Center.
2011 SUMMER	OLG client Arts United stages the first-ever Taste of the Arts, on Arts Campus Fort Wayne. OLG is engaged to develop and program the event's after-party, *Dessert*.
2011 SUMMER	OLG introduces Soul Sessions, our signature brand workshop process. Clients who have benefitted from Soul Sessions include: Arts United, Ash Brokerage, Carson LLP, Design Collaborative, Fort Wayne Philharmonic, Greater Fort Wayne Inc., Riverfront Fort Wayne, Turnstone, Visiting Nurse, Zimmer Biomet and more.
2012 SPRING	In partnership with Denise DeMarchis of Matilda Jane Clothing, OLG creates The Good Ones Clothing, a clothing company for the kids who light fireworks in our souls.
2012 WINTER	For the Northeast Indiana Regional Partnership, OLG produces the *Your Story Made Here* campaign, following up the *Talent Made Here* initiative.
2013 AUGUST	OLG steers the brand development process and serves as marketing partner to Greater Fort Wayne Inc., the new first point of contact for economic development in our city.
2016 SEPTEMBER	After 18 months of planning, the first-ever Middle Waves Music Festival is staged. Many OLG team members served on the organization's steering committee, and continue to today!
2017 DECEMBER	OLG travels to northern California to produce the *Camp MJC Spring(!) Collection* shoot for Matilda Jane Clothing. The production is the latest of hundreds in a relationship that began more than 15 years ago.
2018 SPRING	OLG evolves the visual identity and guides communications as Carson Boxberger changes the firm's name to Carson LLP. OLG has served Carson as brand development partner since 2004.
2019 SPRING	The first residents move in to apartments on The Landing. OLG created the development's brand and established its digital presence and voice — with ROI-shattering social media presence.
2019 SUMMER	OLG is hired by White Lodging — winners of Harrison Square hotel RFP, back in 2009 — to plan and execute the opening events for their second hotel on the development, Hampton Inn.
2019 AUGUST	Promenade Park opens as the culmination of Riverfront Fort Wayne's Phase I development. OLG serves as brand and marketing partner on the development team, Riverworks Design Group.