



'Lambkin Design answered our brief in a manner which showed creativity and professionalism from start to finish resulting in a strong transformation of all our communications collateral.'

Sarah Dawson - Arantech

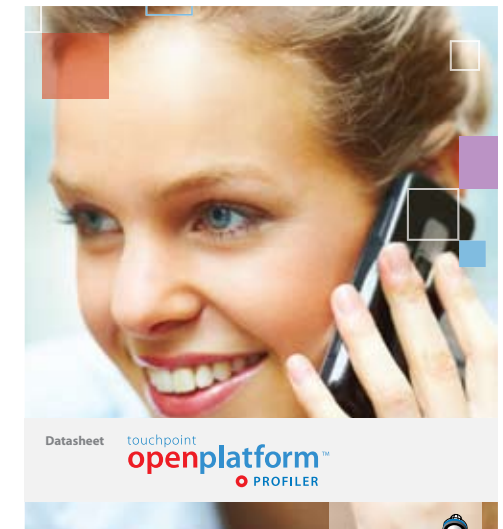
Background: After several years of growth Arantech wanted to standardise their marketing communications and create a new look and feel that reflected their corporate mission.

The brief had two elements:

1. Create a new visual style that would encapsulate the brand personality while being flexible enough to be rolled out across all marketing collateral.
2. Create a new identity for a new product brand called 'Openplatform' to sit within the Arantech family of brands.

Key benefits of project to Arantech:

- Relevant, fresh, contemporary visual style
- Consistent look across all company communications
- Differentiation from competitors
- A style that reflects Arantech's corporate values
- Visually represents Arantech's leading position in their sector



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CASE STUDY
ARANTECH

Firstly Lambkin Design created a new look and feel which was then applied to all datasheets, website, stationery, customer training material, powerpoint presentations and sales guide.

Secondly, a new identity was created for the touchpoint 'Openplatform' product brand which maintained the touchpoint typestyle while creating a distinct look for the Openplatform suite of products.

The new visual style was applied to multimedia:

- website
- stationery suite
- customer training collateral
- datasheets
- powerpoint templates
- sales guides



touchpoint
openplatformTM

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PROACTION

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