

Case History

A New Look for a New Corporate Direction

Client: New Era Materials

Problem: New company, no literature, much less a strong identity.

Solution: We need a new corporate brochure, they told us. Oh, and we think it should be useful as a sales tool, with space to put quotes and notes to potential clients in it as well.

"How do you feel about a full revision of your company logo?" we asked. "That's interesting," the client said, "Show us what MTI can do with it".

As we worked on developing copy and photography for the project, we simultaneously worked with our designers to give the firm a look that positioned them for years to come. The result was a technologically savvy looking logo with a color scheme that projected the firm's strength and security in the marketplace.

"Wow," the client said. "This is such a big step. Let us take this to other divisions in the company and see how they react." The response was immediate. This is great, we were told. "How do we position ourselves to look this good too?" the other divisions asked.

The result? Today MTI has reworked all 3 of the divisions' logos, stationary, business cards, and other collateral to create a new cohesive look plus the parent company. And, as part of the new direction, the firm has contracted with MTI to create a new Web Site, new literature and other marketing activities for all the divisions.



"This project helped get us to think strategically and long-term about how we want to be perceived in the marketplace and where we want to go," the client told us. "We've never really made an effort as a corporation to market ourselves, either...this project made us pull together and brought our firm to a new level".

Sometimes a small project can get a firm to think big. MTI has the resources and expertise to help companies project a better image and reap the reward through new leads and, in time, enhanced sales performance.