



## A COMPANY IMAGE RE-BRANDING

### Company Profile:

Licom Ltd developed and marketed hi-tech software for the 3D machining of products into a variety of manufacturing markets.

### Problem Solving Profile:

- ➔ Marketing Director Paul Monte had the task of re-branding the company without destroying the original goodwill built over years.
- ➔ The main problem was the creation of images allowing essentially the same software product to be sold into two different markets without letting the other know that the other existed!
- ➔ The new image had to permeate all aspects of sales literature, company stationery and the web pages.

### Solution to Problem:

- ➔ Jasprint's chief creative designer Elijah took the brief, produced a selection of draft ideas that were presented to Paul. He chose the best features from three different drafts – these were incorporated into the final artwork that included a new logos, strap-line, colours and fonts.
- ➔ Elijah created a generic complex shape representing the ultimate challenge in 3D machining and "finished" it in both wood and metal to address the two different markets.
- ➔ This final artwork was applied to all sales and stationery documents.

- ➔ Print production was done both by litho and digital methods, depending on the quantities required



### Benefits are:

- ➔ Jasprint's ability to start the creative process from a "blank sheet of paper"
- ➔ Rapid proofing process with both Jasprint and the client using PDF files
- ➔ The ability to print both litho and digital met the need for long run production of colour sales brochures, product sheets and sales folders as well as short runs of business cards and sales leaflets