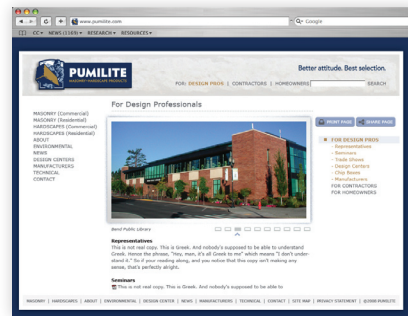
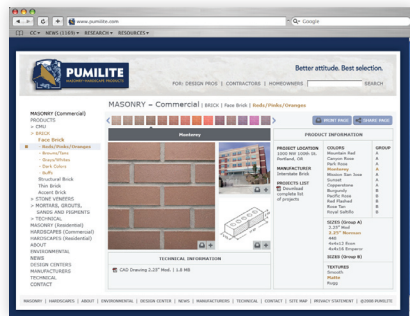
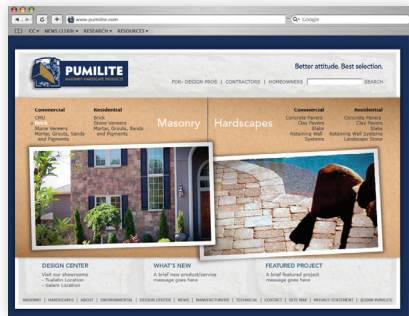




# A new face of personal service for an established company



▲ Above: Pumilite Website information architecture and UI design  
 Below: Pumilite business system and identity style guide

## Business

A distributor of masonry and hardscape building products with inventory and showroom facilities in Salem and Tualatin, Oregon

## Audience

Architects, builders, contractors, and DIY homeowners seeking a wide selection of high-quality stone and masonry products for interior and exterior masonry and hardscaping

## Challenge

Gain insight from customers and suppliers; focus the identity and positioning to differentiate Pumilite from the competition; reinvent the brand identity to reflect the level of quality and service; address communications for all audiences at all touch points

## Strategy

Research revealed Pumilite's unsurpassed level of customer service; create a new identity to reflect the company's hands-on

approach to service; design the Website to be easily searched by product style and color and to show installation examples; develop fleet graphics to reach building-site audiences; recommend signing systems for each site; develop sample boxes and reference materials to enhance contact with architects

## Results

Positive acceptance by customers; increased recognition among architects; a new level of excitement and commitment to service by all staff



Better attitude.  
 Best selection.

▲ Pumilite primary signature and brand promise