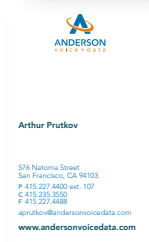




Generate attention to technology solutions



Business cards, information sheets and fleet graphics

Business

Voice and data communications solutions

Audience

Business owners and IT managers in the San Francisco Bay area

Challenge

Create an integrated brand program for Anderson Voice + Data to increase volume for their technology services, with a focus on VoIP (Voice over Internet Protocol)

Strategy

Build a bold visual system and messaging architecture to target key audiences and communicate benefits of Anderson Voice + Data's technical and solution-oriented expertise. Apply the brand system to central touch points—Website, business cards, vehicles and sales literature

Results

Increased inquiries for services; professional presence in the marketplace



ANDERSON
voice+data



ANDERSON
voice+data



Logo in stacked and horizontal version, Website