Generate attention to technology solutions

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; profes-
sional presence in the marketplace

Business cards, information sheets and fleet graphics

Logo in stacked and horizontal version, Website

creative company | marketing brains + creative soul