

# brevitr

TO [THE POINT] BRANDING



**PAIN POINT:** Rebrand our company and all sales materials in 4 weeks.

The new CEO sought to revitalize IDEV's global corporate and product presence before the annual national sales meeting in 4 weeks time. The strategy: create a sophisticated and clean look to their new brochures, case study sheets, tradeshow and presentation materials – over 32 pieces of collateral, and establish style guidelines for design and writing to establish consistent standards across many pieces.

