

# Case Study: IMAGE

# The Client's Words

## Client:

### Lawrence Associates LLC

A start up consultancy selling executive level services to high tech companies.



## Issue:

Do-It-Yourself marketing materials that eroded the client's credibility as a provider of "executive level" services.

## CattLeLogos Solution:

**Approach:** Create a professional image that matched target customers' expectations and apply it across all marketing materials.

**Actions:** We redesigned the company logo capturing the "architectural" vision the principals had imagined for their company. We then developed graphics consistent with this vision and an identity package tailored to high end corporate clients.

Additionally we created templates for documents and presentations that contained standard, easy to use graphic layouts and boilerplate text.

## Result:

- ★ An air of professionalism in approach to customers, an increase in customer meetings and close of more sales.

*"A new client decided to engage us in part because of his impression of the materials we produced through the courting stages of our relationship. "*

—Bernie Lawrence, CEO

- ★ Ability to create professional looking proposals and presentations in a fraction of the time

*We can produce client proposal in about a quarter of the time it used to take. I can get back to the client in a more timely manner!*

—V. Vecchio, President



*Thank you for the splendid work you did on designing and producing Lawrence Associates LLC's corporate logo and graphic communication style plan. I am delighted with the final work product. It is critical that our "brand" reflects a professional, powerful, and sophisticated image and I'm convinced that the product you've provided for us does just that. Recent feedback from a new client of ours confirmed my beliefs and I thought I would share with you this experience.*

*As you know, one of our service offerings is to assist a company in their efforts to secure financial resources or investment monies. Key to our value proposition is our ability to construct a convincing business case to present to the prospective investment community on behalf of our clients. It is critical that our prospective clients quickly develop a strong comfort level with our ability to represent their story in a compelling, clear, professional, and impactful way. Graphic imagery is a large part of the basis by which people formulate impressions about the effectiveness, integrity, and value of things.*

*In a recent meeting with the CEO of a new client he was very complementary of our ability to produce graphics to express complex concepts. In fact he made the comment that he decided to engage us in part because of his impression of the materials we produced through the courting stages of our relationship. Our ability to project the "Lawrence Brand" is definitely supported and fostered by our logo and communication style templates! In other words, it contributes to our ability to create new clients and grow revenue.*

*It was a pleasure working with you on this initial project for Lawrence Associates. I'm looking forward to a long standing and mutually rewarding partnership with CattLeLogos for years to come.*

—Bernie Lawrence  
Chief Executive Officer  
July 2002