

# Hanna Lind Case Study



corporate identity



**HANNA LIND**  
Quality • Professionalism • Service

## Background:

As a result of our extensive experience in the electronics manufacturing industry, Apex Marketing Group was contracted by this manufacturer's representative firm to provide them a new logo, identity and updated sales materials.

## Objective:

Create a new identity that helps Hanna Lind differentiate itself from its competitors. The new look needed to reflect the company's professionalism, integrity and customer service they provide to electronics manufacturers, OEMs and distributors. The new look also needed to be equally as effective in both print and electronic environments.

## Result:

We worked with the principals of Hanna Lind over a three month period to clarify how Hanna Lind thought of itself, what made them different than their competition and how they wanted to be perceived in the marketplace. After researching the marketplace, we designed a new logo, business cards and stationery, established an identity manual, created new Powerpoint templates, a new line card, and a new website. Each of these elements were tightly integrated into the new Hanna Lind identity.

» *Did you know?*

"A logo should look just as good in 15-foot letters on top of company headquarters as it does one sixteenth of an inch on company stationary."

*Lisa Belkin, New York Times, 3/8/87*

