

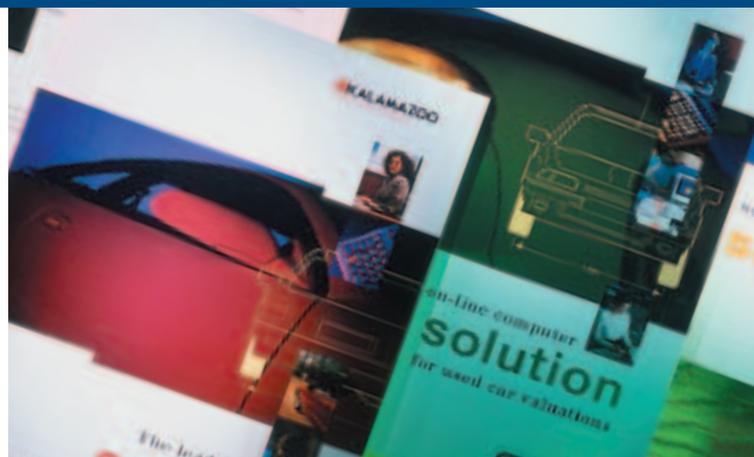


Branding and Design

Kalamazoo new brand development and launch

Following a particularly acquisitive period for the Computer services group, new companies as well as existing brands had to be aligned to provide a common look and feel.

As Anderson Baillie had worked with the group for a number of years, they were selected to create the new identity and common creative solution. The new solution was well received by Kalamazoo and was rolled out across all levels of collateral from general literature, to direct marketing, advertising to exhibition and event graphics.



Branding and Design

Economic design through to full collateral production.

For a full overview of our Borg services visit
www.andersonbaillie.com/design