



Branding and Design

Corporate Design Guidelines

To support the corporate re-branding exercise for the Lanner Group, Anderson Baillie's design team produced a comprehensive set of design guidelines. To help maintain consistency and to ease accessibility, the new guidelines were made available via an Anderson Baillie hosted website. Offering the new guidelines over the Internet has ensured that all of Lanner's global partners, resellers and distributors can access guidelines and download electronic assets directly from the website. The guidelines can be viewed at www.a2bprojects.co.uk/lanner

"Lanner needed a new identity to reflect how the business had evolved and to assist with the communication and positioning of our unique business proposition. We selected Anderson Baillie based on their track record and reputation as well as evidence of a strong portfolio of corporate re-branding projects.

We have been impressed by the strategic approach they undertook through the brand development process. 'The Value of Knowing' concept and associated corporate ID helped galvanise our own activity behind the new brand and it has become a major asset as the company moves forward to achieve its business goals."

David Jones, Marketing Director, Lanner

Web Marketing

The ability for users to access the Lanner corporate guidelines via a dedicated website proved to be invaluable for all service providers and partners of Lanner.

For a full overview of our Project services visit www.andersonbaillie.com/web

