

# A Web Development Case Study by:



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## Client Facts:

- National Trucking Company, with beginnings in the furniture industry
  - Operate multiple warehouses
  - 120+ trucks, 500+ trailers
  - 400+ employees company-wide
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## Goals:

- Create compelling logo image
  - Fix brand inconsistencies
  - Complete site redesign.
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## Results:

- A redesigned, user friendly website.
- New corporate logo.
- Clear and consistent brand identity.

## Website Redesign and Logo Creation Drives Successful Rebranding Effort.

### Beacon Identifies Company-Wide Branding Problem and Provides an Effective Solution for Trucking Company.

**Challenge:** While reviewing a site for a redesign, it was observed that they were using several versions of their logo, creating branding inconsistencies. Instances of the logo varied in color and exact phrasing. Consequently, the client requested that Beacon redesign their logo as part of the entire site redesign.

**Business Solution:** Beacon re-allocated a portion of the overall project budget to accommodate the request for a new logo design. The objective was to retain the corporate identity the client had previously achieved with its old logo while creating a new, more consistent look for multiple collateral applications. Step #1 was to strictly define the color palette and style guide for all future collateral. Step #2 was to create a new logo and tagline that was acceptable. However, several issues had to be resolved during this second step.

The client's company name was unusually long. Since short names are more easily recognized and memorable, Beacon asked the client how people most often referred to their company in regular conversation. This more popular and shorter name would be used in the new logo design.

After multiple discussions and design cycles with the client, a new logo image was created that incorporated both an iconic image and a shortened, more memorable company moniker.

**Results:** Ultimately the client's new logo fit better with their newly redesigned website. It established the visual identity of the brand and helped to create trust through its polished and professional look. The new online Express Tracking feature was so well-received it prompted one long-time customer to state,

*"I just used Express Tracking to check on an order, something I do on a regular basis. Freight information 24-7... it's badly needed and in most cases unavailable. I'd like to thank you for providing that capability to your customers; it's an enormous help to us."*

What began as a site redesign became an entire re-branding effort, so well received by the client that it would later be implemented on clothing, business cards, print materials, and trucks.