

# PRINTING RESOURCE

RESEARCH / IDENTITY

“The decision to change the Printing Resource logo was filled with many apprehensions. We chose RED to research and present their recommendations to our committee... and the final product has met our high expectations and made our apprehensions disappear into thin air.”

CRAIG BRADY, PRINTING RESOURCE

#### PROJECT OUTCOME/RESEARCH & DESIGN

- › UPDATED LOGO AND BRAND IMAGE FOR GREATER APPEAL
- › DESIGNED COMPLETE PRINTING RESOURCE IDENTITY
- › CLEVER TAG LINES AND MARKETING STRATEGY TO PROMOTE TOP PRODUCTS
- › PRINTING RESOURCE IDENTITY SYSTEM NOTED IN 2005 PRINT REGIONAL DESIGN ANNUAL AS AN AWARD-WINNING DESIGN

#### SAMPLE RESEARCH — QUESTION 6 OF 15

Which of the following statements would best describe your overall satisfaction with the current color palette? Font style?



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...survey responses identified and defined the current client image and outlined possible refinements to heighten consumer appeal.



NEW LOGO

## COMPANY BACKGROUND

Printing Resource began their press with the concept that good people and equipment make life in the printing world a little easier. Their 6-color press, ability to accommodate press runs from 5,000-500,000, and their dedicated employees only add to the ease of doing business with Printing Resource.

## THE CONSUMER DISCONNECT

In the midst of expanding their press capabilities and keeping their quality of products high, Printing Resource turned to RED for help in refining their company promotional materials. They wanted a fresh design that clearly stated who they are, what they do, the quality of their product, and a declaration of their undying dedication to the customer.

## DESIGN TO RESEARCH

RED conducted a total of two surveys for Printing Resource with a target consumer audience, ages 25-60 who have worked with professional printers. The first survey discussed the current logo in detail, along with questions probing for information to be used in developing a website. Survey questions addressed the following areas:

- Overall need for an updated company logo
- The perceived quality of service based on the current logo
- Color palette choice
- Font style
- Offered printing services to be included in development of company website
- Consumer satisfaction with their interaction with the company during various stages of the printing process

## RESEARCH TO DESIGN

Designers familiarized themselves with the information gleaned from the survey and started the creative process. What caught their attention most, was the fact that a new look was needed to catch the consumer eye and clearly state what Printing Resource had to offer:

- Large four color press
- Guaranteed perfect color every time
- Efficient and friendly service

This concept took hold with RED designers and they set to work creating a new identity system for Printing Resource that would convey this concept to consumers. Responses to the items addressed in the survey were strong enough that designers felt it was best to concept from a different angle rather than just updating the current identity.

Instead of an identity that presented the client as just a printer, designers wanted to create an identity that would show consumers what type of printer Printing Resource really was. Their design focused on:

- Bright vibrant color—The client worked with a 4-color press and provided perfect color

and quality printing for every project. RED designers showed this off by choosing graphics that would have bright rich tones and placed them at the center of a white background for emphasis.

- Tag lines—The client provided efficient friendly service along with the quality work. RED designers presented taglines that focused on the color quality in a friendly and clever tone, then incorporated them into the design through simple clean fonts keeping the primary focus on the colorful graphic.
- Simple logo—The client's old logo presented not only who they were but what they did. RED designers created a new logo that presented the initials of Printing Resource making the logo more of a stamp of ownership to be placed next to the bold graphics and clever taglines.

Consumer responses were also taken into consideration as RED formulated a detailed strategy for developing a company website and marketing campaign. RED then began work on the website design.

## CONCLUSION

Today Printing Resource utilizes its new identity system, effectively communicating to current and potential clients the quality of printing and service they'll receive. Printing Resource's identity system brought success to their company as their customer base continues to grow, and RED has received recognition for their well-thought designs on behalf of the client by the inclusion of their identity system design in PRINT'S 2005 Regional Design Annual.

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