

brand development

Amphenol Fiber-Optics

For a company as intensely focused on research and development of ground-breaking technologies, Amphenol expected its corporate image to live up to the quality standard of its products.

You need **inteloquence™**.

After extensive team discussions, competitive analysis and branding development, we produced a new identity, component catalog sheets, created design templates for in

house use, and redesigned an ecommerce enabled website with on-line order status, shipping information, inventory control, and customized product assortments for individual distributor needs.

The resulting product pulled together the message, the tools and the customer relationships for the company in its off the shelf products, its OEM relationships and design development of new products for custom applications.

