

# brand development

## Caribou Systems, Inc.

Internet communication presents its own unique set of rules and options. Such as navigation, security, access time, instantaneous contact, search criteria and availability. This project required a newer, clearer focused message, all built around a concept of the universe of options the client services provided.

We produced a new identity for the company, changed all of its internal marketing dialogues, and realigned its outreach to industries outside of its core customer base, but with similar needs and expectations.

From that identity, we developed direct mail, a pocket folder with business specific inserts, a new stationery package and web presence.

The company saw instant growth, and has moved beyond its initial focus of a Y2K systems networking solutions to a broader mainframe integration for its clients.

