



Case Study: Natural Linked Resources



Project Overview:

This company was in need of a completely new brand in less than 2 weeks for several Trade Shows they attended in Hong Kong. HCEA worked closely with the Natural Linked Resources team to determine their needs and make specific recommendations. HCEA interviewed the key team members, as well as some of their clients, to completely understand their company, needs, goals and expectations.

HCEA was able to develop a clear brand that truly represents our customer. Each project included concepts, design, creation and copywriting for the following deliverables:

- Logo Design
- Business Cards
- Email Signatures
- Domain Name and Web Mail Set Up
- Website
- Power Point
- Trade Booth
- Banners
- Flyers



Logo Design

Having a clean logo that can easily be printed in color and black and white is always a priority. With Natural Linked Resources we focused on their sustainable approach to both the environment and their client relationships.

STEP 1



STEP 2



STEP 3



Business Cards

HCEA chose the first project of business cards to start developing a consistent and recognizable brand. At large trade shows it can be hard to stand out and many times the only item a potential customer will keep is the business card.

We chose a distinct design that would be easy to recognize and remember. Within the business card design HCEA started to incorporate various brand artifacts that were repeated and built into all of their other collateral, digital media, and their trade booth to form one cohesive brand.



Email Signatures

At HCEA we believe any brand must be consistent, realistically represent the company experience, and always easily recognizable.

Using the business card template we further developed the company's email signatures.



Domain Name and Web Mail Set Up

HCEA is a full service Marketing, Branding and Advertising firm. We are able to handle all the needs of our customers including choosing a website domain name that works for each company.

Being found by your target audience is not easy. At HCEA we work closely with our customers to fully understand who their target is and where they are located.

Based on this information we help Natural Linked Resources to choose <http://www.linkednr.com>. This URL is easily connected to the company and also works well for organic and paid search engine optimization and search engine marketing.

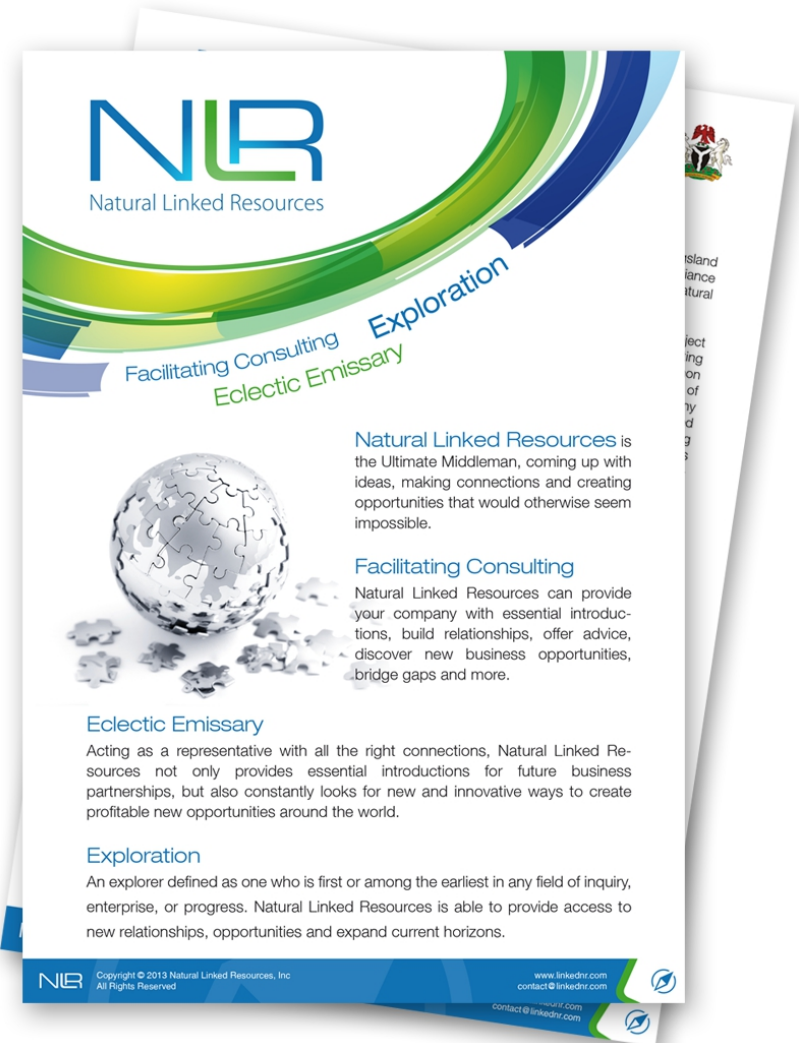


Flyers

For use at the Hong Kong Trade Shows HCEA wrote and designed three specific flyers based around each show. The cover for each, based on the website content is a company overview. The back side focuses on projects and goals for each show.

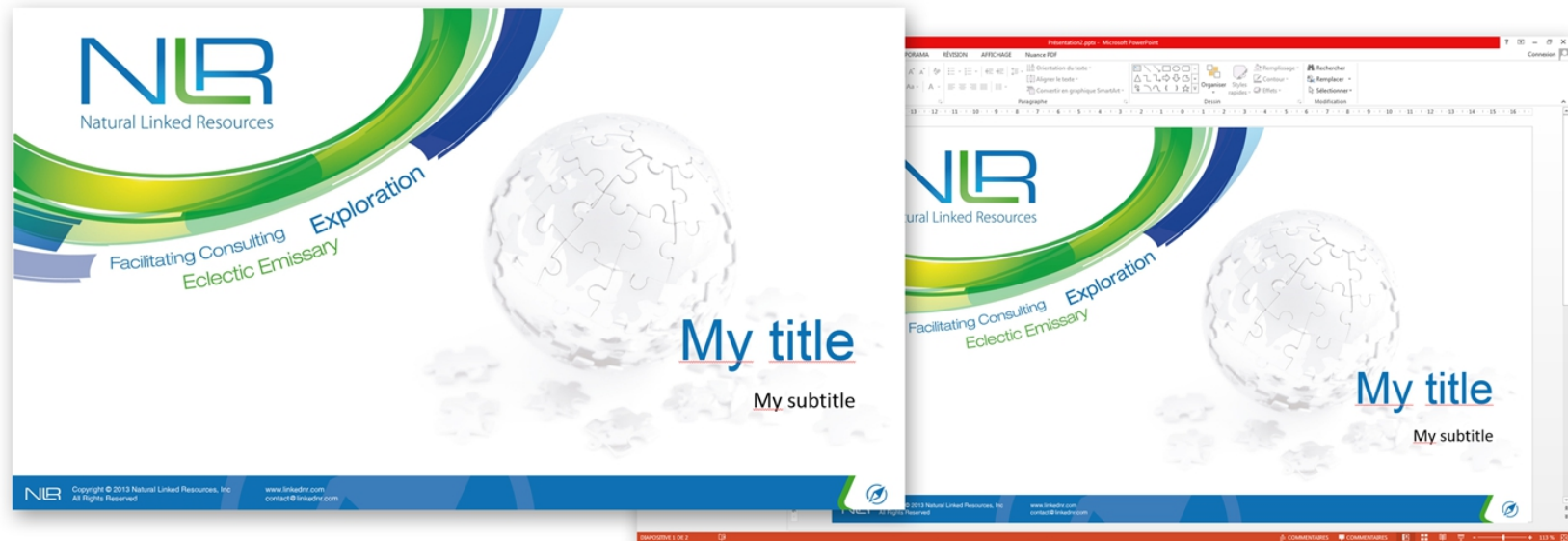
During our writing interview we gathered the Company Overview information for the website. The second session was used to understand and write the content for each of Natural Linked Resources' Projects and Commissions.

We then used this information and some of the writing for each of the following projects including these flyers.



Power Point

As with the flyers, we leveraged the time we had already invested to write and design the website in order to develop a Natural Linked Resources Company Sales Power Point. This Power Point, specifically designed for the Trade Shows in Hong Kong, focused on the company's services, management team and specific projects and commissions for the the three trade shows.



Trade Booth

Understanding their need to stand out as a reputable company that focuses on sustainability, we designed this trade booth to both be appealing to potential customers and cohesive with the rest of the Natural Linked Resources brand. It is easy to access and has several attention-grabbing features within the booth, all designed to draw in their target audience and begin a meaningful discussion.



Banners

HCEA designed several banners with specific motto's that could be used on both the Natural Linked Resources website and other digital media, as well as in their trade booth and on other printed collateral.

The images and matching text are designed from a strategic marketing standpoint to meet the specific needs of the brand and appeal to Natural Linked Resources' target audience.



Website

The Website is designed to showcase the Natural Linked Resources “company differentiators”, being both a knowledge leader and the direct connection to the resources their core audience is in need of.

The Company Overview and Services pages are complimented with a Projects and Commissions section that can grow when the company needs to showcase different opportunities.

