



KYLE DEBRUHL

BRAND MODERNIZING CASE STUDY

MODERNIZING THE QUIP LABS BRAND

Quip Laboratories, a leading provider of laboratory disinfectants, was facing a problem with brand consistency and a lack of modern variations of its logo optimized for a wide variety of uses. The company wanted to create a more consistent and memorable brand to increase customer loyalty and attract new business.

Challenge:

Quip Laboratories, a leading provider of laboratory disinfectants, was facing a problem with branding and brand consistency across the operational spectrum. The company wanted to create a more consistent and memorable brand to increase customer loyalty and attract new business. They also wanted to improve thought leadership pieces and increase SEO.

Solution:

As the Creative Director, I led the effort to modernize the Quip Labs brand. This included creating a modern brand package that was optimized for a wider variety of uses, overseeing the transition of all collateral from Microsoft Publisher to the Adobe Creative Suite, and creating several new educational areas of the website designed to establish the brand as a thought leader in the laboratory decontamination and facility hygiene market.

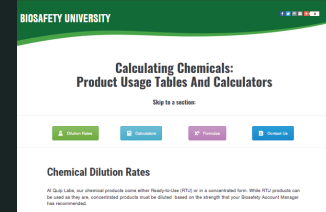
Results:

Efforts to modernize the Quip Labs brand have increased brand awareness and new website educational resources have increased web traffic. Additionally, the transition to the Adobe Creative Suite resulted in a more professional and consistent look across all marketing materials.

Conclusion:

The modernization of the Quip Labs brand and the creation of new educational resources have had a positive impact on the company's bottom line. The new logo variations and the transition to the Adobe Creative Suite have helped to make maintaining brand consistency easier. Additionally, new website educational resources have established Quip Laboratories as a thought leader in the industry and have helped to drive website traffic and leads. Overall, this project has been a success and has helped to position Quip Laboratories for long-term growth.

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Dilution Ratio	Gallons Per Gallon	Percent
1:1	1.00	100%
1:2	0.50	50%
1:4	0.25	25%
1:8	0.125	12.5%
1:16	0.0625	6.25%
1:32	0.03125	3.125%
1:64	0.015625	1.5625%
1:128	0.0078125	0.78125%