



PROBLEM

FC Lighting is a fast growing manufacturer of specification grade fixtures sold through electrical distributors to lighting designers and architects. While FC products are highly regarded, their corporate image was not.

SOLUTION

A totally new brand identity was created including logo and graphic theme to reinforce a repositioning as contemporary and progressive. Implementation included a stationary system, product and specification literature, trade print ad campaign, ongoing email campaigns, new website and more. The results, enlightening to say the least. Five national creative awards, not to mention double-digit sales growth!