



**Brady Communications | Biotech Makeover**



## Cellomics Incorporates a Fresh, New Look

Cellomics is a biotechnology company that provides advanced cellular screening instrumentation to speed the drug discovery process. Founded in 1996, the company integrates research, development, manufacturing and training. As the business grew, they came to Brady Communications to analyze their identity and be sure it reflected the company's overall strategy and direction.

The company's name and cell-based logo represented the right focus and the company had established some brand equity. Rather than sacrifice that brand equity and start over, Brady Communications worked to give the existing logo a simpler, fresher look that positioned the company as an industry leader. More importantly, identity guidelines were established and new applications such as letterhead, signage, and promotion materials were created based upon these guidelines.

While the new identity helped improve the company's image, a closer look at the branding nomenclature for products led Brady to recommend a new naming system as well. Clear delineation was established between the company name, product groups and individual products. This naming rationale ensured that both existing and future products contributed to the overall brand image and helped build corporate equity.

In a short time from the conclusion of this project, all communications materials including the corporate Web site were changed to reflect the new look.

Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.

### A Fresh Look

*Brady Communications updated and simplified an existing Cellomics logo, giving it a fresh new look while retaining existing brand recognition.*



New Cellomics Logo



Original Cellomics Logo

### Nomenclature

*We identified the need for a more consistent naming convention for the company's product lines. We created a naming system that ensured consistency and brand awareness.*



### Taking it Online

A site redesign used a user-friendly navigation scheme to provide a more contemporary-looking image. Functionality was also built to allow cross promotion of products and services throughout each visit.



### Stationery Package

The stationery package features a white background and rounded corners to mirror the cell-screening design element integral to their branding.



### Putting Ads to Work

The Cellomics ad campaign utilized photos of drug discovery scientists, strong headlines, and consistent branding elements for impactful ads that clearly conveyed their new image.



### Functional and Attractive

This HitKit™ Reagent Kit was designed to reflect Cellomics' new brand image, simplify their labeling system, and be flexible enough to accommodate a range of product configurations. A unique one-piece box construction reduced unit costs while still delivering the brand image.



**BRADY** COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

## Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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