

# case study

Client:  
Integrity Laboratories

Project:  
Identity and branding

Goals:  
Start-up needs corporate identity to resonate in a highly competitive marketplace.

Strategy:  
Develop visual elements and messaging that offers differentiation among traditionally clinical look and feel.

Result:  
• Fresh, modern identity that offers sense of individuality in a cluttered B2B space.



★ ADDY Award winner

fletcher  
Marketing + PR + Social

