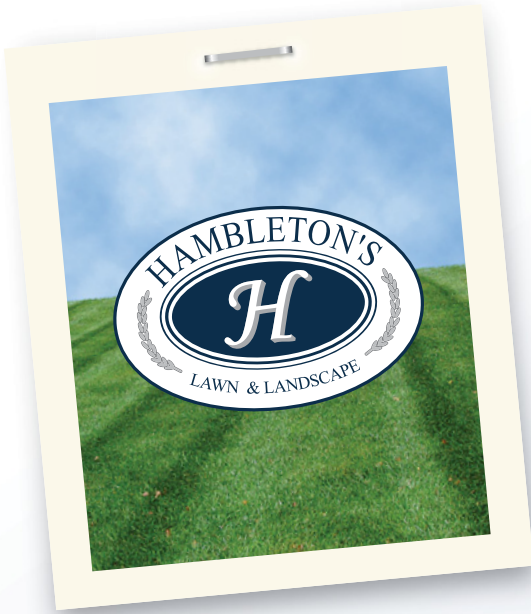


Move Toward Branding Your Services

Hambleton's Lawn and Landscape is a family-owned business with an impressive history of expert service and an enviable customer satisfaction rate. As part of its overall market strategy, Hambleton's sought to enhance its corporate identity and marketing communications materials to match its pristine lawn and landscape work. Hambleton's tasked Trinity to help expand its residential and commercial clientele and spread the word about their full range of Lawn, Landscape, Lighting, and Maintenance services.



The Solution

Graphic Design as attractive as a perfectly manicured lawn

Trinity created five full-color fact sheets that beautifully showcased the main service areas offered by Hambleton's. These sheets highlighted the Hambleton's name and each service area in an attractive and memorable manner ... the first step to branding those services in the minds of its customers. The color coordinated fact sheets featured attractive photographs of Hambleton's client work, customer benefits and testimonials, service certifications, essential company history, and contact information.

The fact sheets became an opportunity to revisit both the corporate logo with a subtle facelift and standardize the corporate color scheme across multimedia platforms. The concept, creative writing, graphic design, and print production that Trinity provided were executed in a timely fashion.

The finished printed fact sheets were delivered to Hambleton's in time to be distributed at an important industry trade show event.

The Benefits

Matching Design to Service Levels

Hambleton's fact sheets reflect the quality of its customers' lawns and landscapes. These valuable communication pieces allow Hambleton's to better sell its array of expert services at trade shows, by mail, and in person.

Trinity has made it easier for Hambleton's to grow its business while concentrating on what it does best ... beautifying the customer's environment.



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