



The Challenge

Wizbridge Interactive is a pioneer in Customer Dialogue Optimization providing real-time information to businesses helping them improve dialogue with their customers. They recognized the need to create a solid brand in the marketplace to re-establish themselves as a leader in the industry.

Along with their new identity, they required a new website, sales & marketing collateral, presentation material and a branded user interface for their online software application.

Wizbridge wanted to engage a single company to provide the entire solution.



The Solution

Immediately upon partnering with Wizbridge and their team, we began a strategic plan to design a new brand and apply it to several deliverables. Era Media proposed a new, unique identity for the software firm that would re-enforce their position in the marketplace as pioneer in the industry.

The following deliverables were proposed and accepted by Wizbridge:

- Logo
- Business Cards
- Letterhead & Envelope
- Brochure
- White Paper Template
- Document Template
- Custom Website
- User Interface Design
- PowerPoint Template
- Custom Diagrams
- Branding Guide
- Custom Charts





Era Media successfully delivered 100% of the project within the required timeframe. Wizbridge was presented with a new corporate identity that they were extremely happy with and their sales & marketing team now has the professional collateral and presentation materials that they can now distribute confidently in their networking efforts. The new website and software user interface have a consistent look and feel and are easy to navigate.

The final deliverables of the project are displayed below as well as some alternate design concepts that were presented to the client during the creative process.

Final Logo (Vertical)



Final Logo (Horizontal)



Alternate Logo Design Concept 1



Alternate Logo Design Concept 2



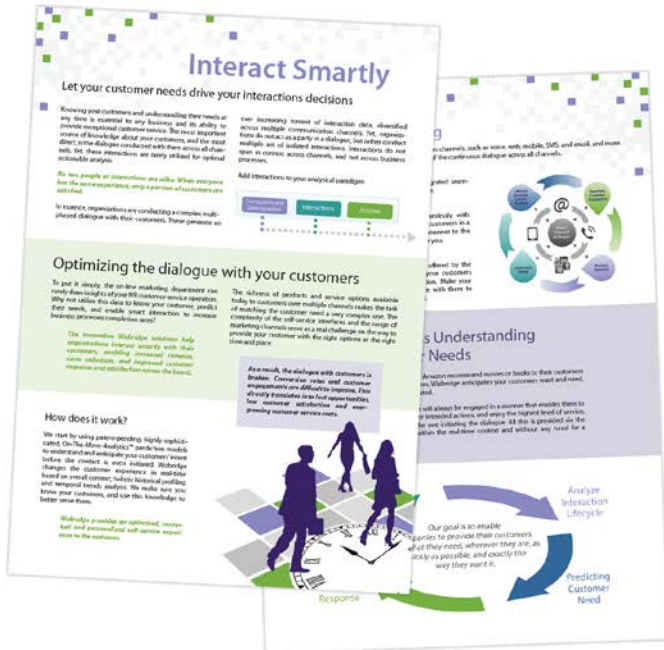
4 Page Brochure



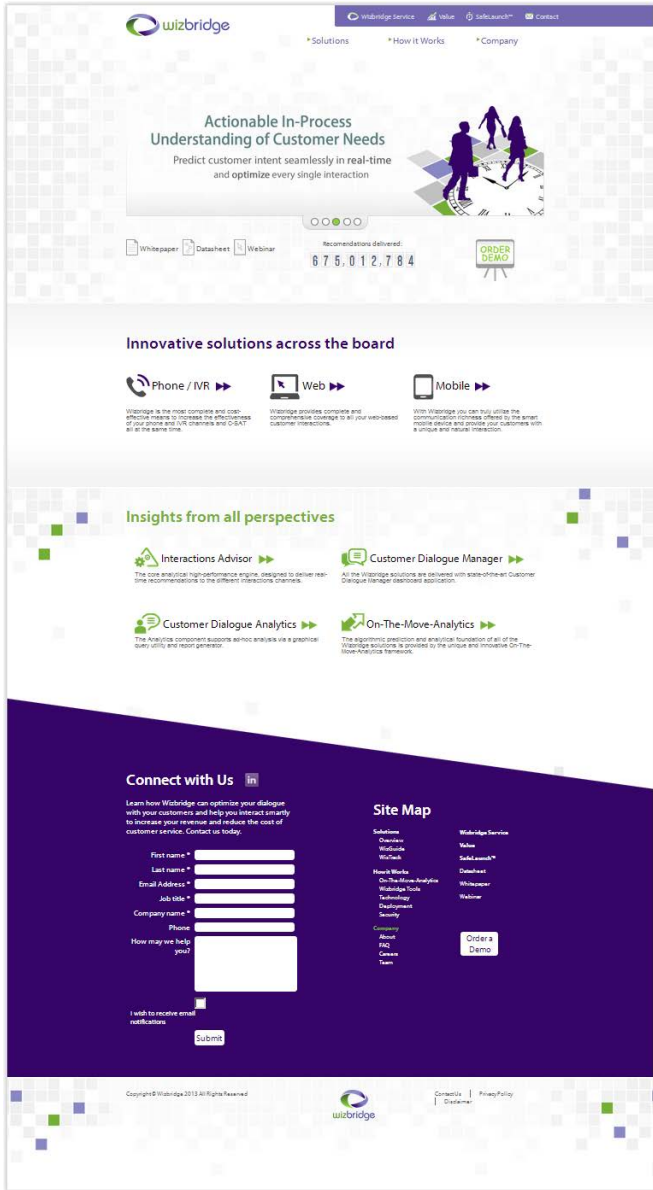
Business Card & Stationery



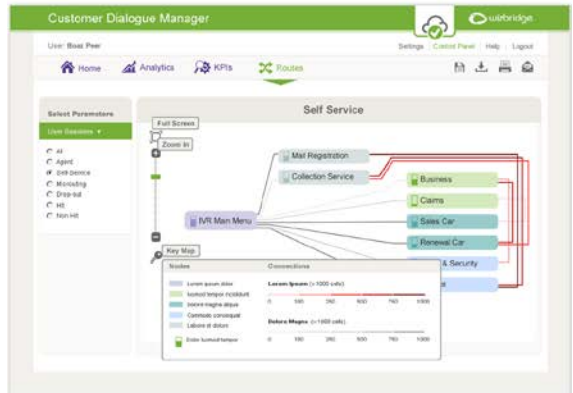
20 Page Technology Whitepaper



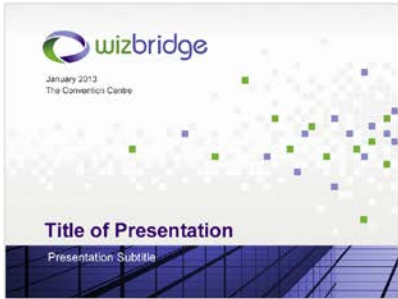
30+ Page Custom Website



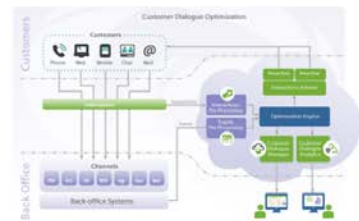
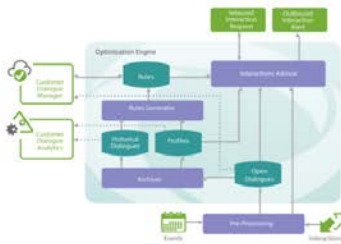
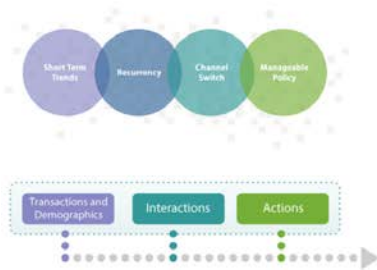
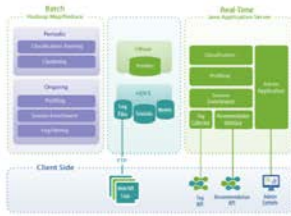
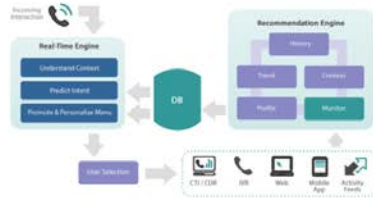
User Interface Design for Wizbridge Software Application



PowerPoint Templates



Custom Diagrams & Charts (used in all deliverables)





Brand Guidelines Document

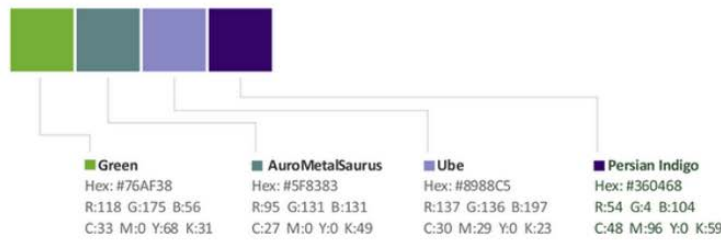
Brand Guidelines: Wizbridge

Prepared by Era Media | Updated March 2, 2013

Logo: Colors

					
Green Wizbridge icon (lightest) Hex: #76AF38 R:118 G:175 B:56 C:33 M:0 Y:68 K:31	Hunter Green Wizbridge icon (darkest) Hex: #375337 R:55 G:83 B:55 C:34 M:0 Y:34 K:67	Olive Drab "wiz" Hex: #649339 R:100 G:147 B:57 C:32 M:0 Y:61 K:42	Ube Wizbridge icon (lightest) Hex: #8988C5 R:137 G:136 B:197 C:30 M:29 Y:0 K:23	Persian Indigo Wizbridge icon (darkest) Hex: #360468 R:54 G:4 B:104 C:48 M:96 Y:0 K:59	Purple Heart "bridge" Hex: #5946A4 R:89 G:70 B:164 C:46 M:57 Y:0 K:36

Color Palette



Typographic Elements

Bauhaus Std Medium
Use: Logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chalet Comprime - Cologne Eighty
Use: Website (Recommendations counter)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro
Use: Website, Letterhead, Business card, Brochure,
Logo tagline, Papers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
Use: Website, PowerPoint, UI, Papers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Case Study: Wizbridge Interactive

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