

IN THIS ISSUE  
A BIRD'S EYE VIEW

## Before & After

## FERTILE IDEAS CREATE TRANSFORMATIVE BRANDS

Never underestimate the appeal and power of the “After Effect”. That feeling you get when you’ve just completed a remarkable transformation of something that was no longer effective or inspired. It’s so easy to understand the transcendent appeal of “After”. It’s an intoxicating brew flavored with what once was and now is. So delicious. So satisfying. All that hard work and effort so divinely evident now that you compare the new to the old.

Remember your first cursive handwriting attempts in 3rd grade that lined the classroom wall in September? By mid-May, those side-by-side comparisons of your handwriting illustrated the progress of your communication skills. What you were attempting to say could now be understood. It was a powerful feeling.

And, progress is easy to spot isn’t it? The following pages represent projects StudioConover has transformed. Transformed from the simple and mundane to the expressive and illuminating. It won’t be difficult to spot the “After Effect”.

# REDLAND CLAY TILE



SPEC BINDER



## THE CHALLENGE

Having previously specified Redland Clay Tile for residential projects we've worked on, we had a copy of their previous specification binder in our materials library. Its impression as an off-the-shelf black vinyl binder did not project the beauty of their product line.

## THE SOLUTION

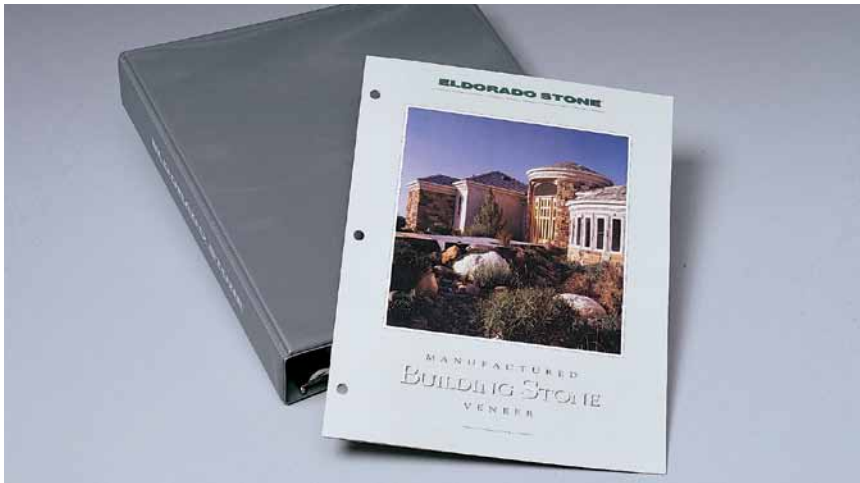
We printed a rough-hewn roof tile pattern on textured, uncoated paperstock and wrapped the outside of the binder. The inside binder liner – printed on rust-colored paper – displayed distressed typography and declared the Redland story adjacent to a tipped-in business card holder for Sales Representatives. Their newly designed corporate mark adorned both the cover of the binder and the re-designed product brochure. A color palette representative of the earthen clay materials used for their product was specified for both printed and online components.



# ELDORADO STONE



SPEC BINDER



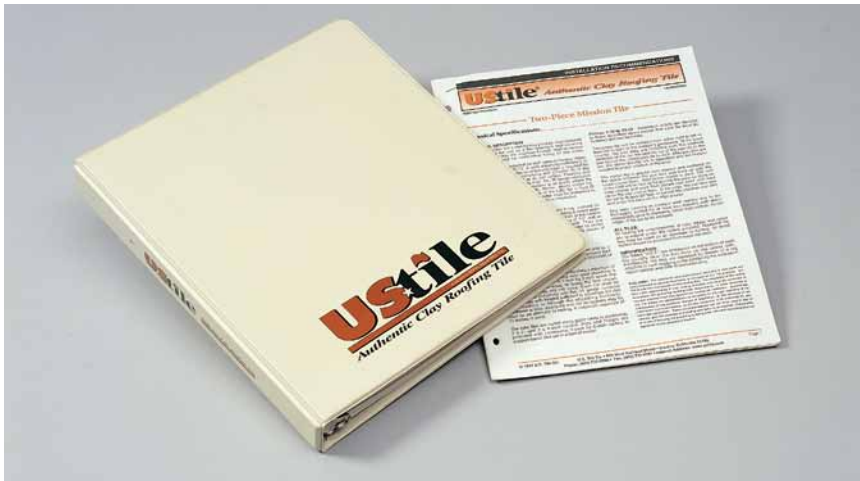
## THE CHALLENGE

The single-colored silkscreen vinyl binder as a customer-facing representation of product from a building materials manufacturer is not good. The products we consider specifying for our dwellings are supposed to be aspirational aren't they? The vinyl binder is not a good first impression.

## THE SOLUTION

The newly-designed Eldorado Stone specification binder has a cloth quarter-bind wrapped spine adjoined with textured paperstock wrapped covers. The corporate brand promise tagline was letterpressed and tipped-in on the cover and the inside liner has a subtle installed stone surface printed in hushed brown tones. A range of earthen colors forms the foundation of the corporate color palette which uses steely-blue, rust and sage-purple complementary colors for secondary components. Easy-to-reference binder tabs organize the corresponding literature.





### THE CHALLENGE

Vinyl again but at least it's not white. Yet this previous binder design suggests something more “left brain” and “engineer” than the all-natural, clay building product it aspires to be. (Don't be mistaken, left-brain logic is very important for a roof tile brand; just not upon a first encounter.)

### THE SOLUTION

The newly-designed specification binder's inside cover reveals the graceful patterning of the single piece clay barrel roof tile printed in subtle dark, clay tones on a chocolate colored natural paperstock. The black matte powdered coated ring binder hardware holds tabbed dividers organized into easily accessed categories. Specially-bound installation instructions that had previously been commingled, are now separated into three separate and logical categories. These revised specification binders – now – exemplify the all-natural, clay building product that it truly is.



# THOMPSON BUILDING MATERIALS



SPEC BINDER



## THE CHALLENGE

The ever-present white vinyl binder (once again) refuses to wither. But in doing so, does it not say “standard office supply fare” more than anything else? Thompsons Building Supply deserves a spec binder that is more representative of their products than what white and red and vinyl can offer.

## THE SOLUTION

A chance encounter with past Thompson Building Materials advertisements revealed a distinct and evocative period style that inspired StudioConover’s newly redesigned specification binder. The outside cover of the binder is wrapped in uncoated buff-colored paperstock and printed with a double-hit of white ink to make sure the corporate mark was easily seen. Inside, tabbed dividers and pages are visually reminiscent of classic instruction manuals and are written with a retro and whimsical style. The overall demeanor is reverent yet cheeky.



# ENKEBOLL DESIGNS



SPEC BINDER



## THE CHALLENGE

A green vinyl binder with silkscreened silver metallic ink and a carved wooden plank for the spine opens to reveal page after page of loosely organized carved designs printed on black pages. The overall appearance doesn't project Enkeboll's brand effectively.

## THE SOLUTION

Competing in the Architectural Woodcarvings market is tenacious. This binder package, with its gold leaf stamped and blind embossed cover of filigrees and arabesques, distinguishes Enkeboll's artistry from the competition. Inside, product categories are clearly identified with tabbed divider pages. And each tabbed divider is printed with a short history of (that) specific category. Individual products are clearly organized and referenced, and complementary product brochures, along with other printed collateral, remain true to the overall re-branded appearance.



# NATUREMAKER STEEL ART TREES



BROCHURE



## THE CHALLENGE

This undersized, square and outdated product brochure fails to display the majesty and grandeur that is NatureMaker Steel Art Trees. A grid of cramped and distracting images is displayed without the organic rhythm and balance evident in each tree.

## THE SOLUTION

NatureMaker's redesigned corporate brochure has an organic composition of trees and leaves printed on metallic paper and counterbalanced with a tipped-on letterpressed card of their corporate logo. Inside, specimen tree images are juxtaposed with close-ups of the patented NatureMaker tree bark printed on translucent and textured stock to mimic the bark's tactile quality. The brochure's copy explains the fabrication process while creatively entwining biological classification and taxonomic ranks as a guide to understanding.







### THE CHALLENGE

Boulderscape's previous marketing collateral consisted of a single brochure that randomly presented both commercial contracts and residential projects completed by the firm. Even though the overall presentation was professional, there was no brand consistency and some of the photographs lacked the technical competence necessary to showcase their expertise.

### THE SOLUTION

Boulderscape's customers are either homeowner's searching for custom outdoor environments or commercial contractors. Strategically, it was important to separate their services into two distinct brochures outlining (the two) disciplines so each constituent understood the differing complexities and degrees of services. Additionally, gallery images and detailed information outlining Boulderscape's expertise remains consistent with the brand presentation seen on their website, supplemental marketing material and advertising campaign.



# ANGELUS PAVING STONE



BROCHURE



## THE CHALLENGE

The success (or failure) of printed collateral shouldn't rely on the subjective assessment of appearance. Looking good, though important, is secondary to the delivery of content that is clear and concise so your audience can make an informed decision and be inspired to act.

## THE SOLUTION

Promoting a concrete paving stone risks looking lifeless and uninteresting especially when images in context are devoid of a human scale. Consequently, the redesigned Angelus Paving Stone brochure incorporates lifestyle imagery to enliven this commonplace hardscape product. Product identification is clarified and an overall product guide resolves the confusion of previously produced material. A section that educates the reader about paving stone installation completes a harmonious blend of style and practicality that inspires while simplifying the selection process.



# BOULDERSCAPE, INC.



WEB SITE



## THE CHALLENGE

Often, behind the scenes of an arguably inferior-looking website design lies technical issues that plague its usefulness. Boulderscape's original website, though categorized for relatively easy understanding for the viewer, inconsistently delivered information about their expertise.

## THE SOLUTION

Retaining Nature. Sustaining Beauty. Their corporate tagline – written by StudioConover – proved to be the touchstone for the redesign of the Boulderscape website. And since Boulderscape designs and builds geological and architectural finishes the site, first and foremost, needed to convey that message. Coarse-grained and earthy but functional. And, with the addition of dynamic gallery images and easily-accessible, detailed information outlining Boulderscape's expertise, each user has valuable references any time they wish to contract their services.



# REDLAND CLAY TILE



WEB SITE

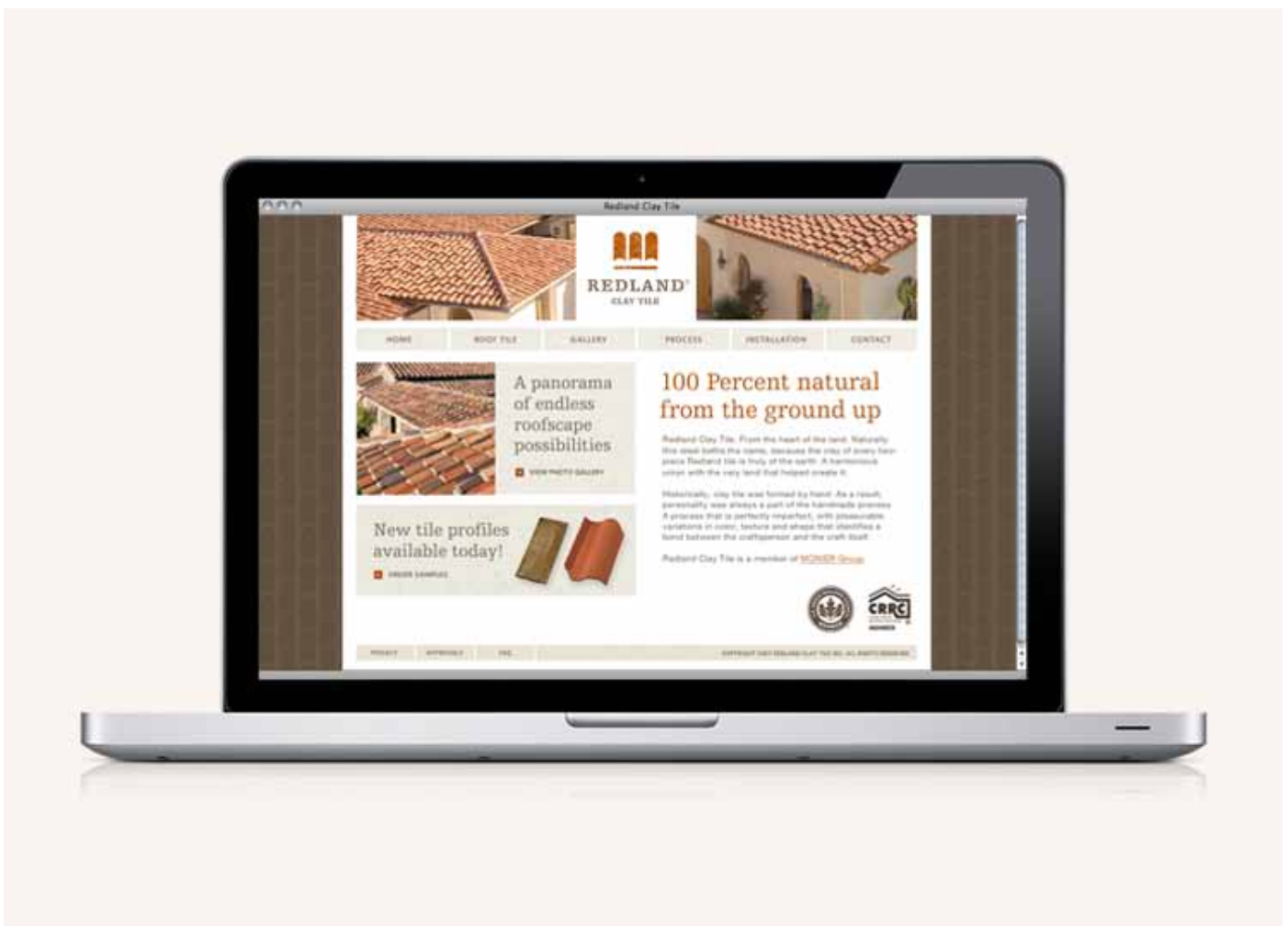


## THE CHALLENGE

The original Redland Clay Tile website failed functionally and artistically. First, by not allowing the user the ability to retrieve important product information and secondly by not presenting their handmade earthen product attractively.

## THE SOLUTION

The re-designed Redland Clay Tile website coincided with a complete re-branding for the manufacturer and the website was the centerpiece. Considering the product was a handmade, clay tile from Mexico it was important the site imbue those characteristics and represent its rough-hewn attributes relevantly. Along with its looks, the site needed to function as a tool for specifiers. Selection, sizing, even sample ordering had to be streamlined effectively. Compared to their previous website, both function and expression now cheerfully coexist.



# SYNDECRETE



WEB SITE

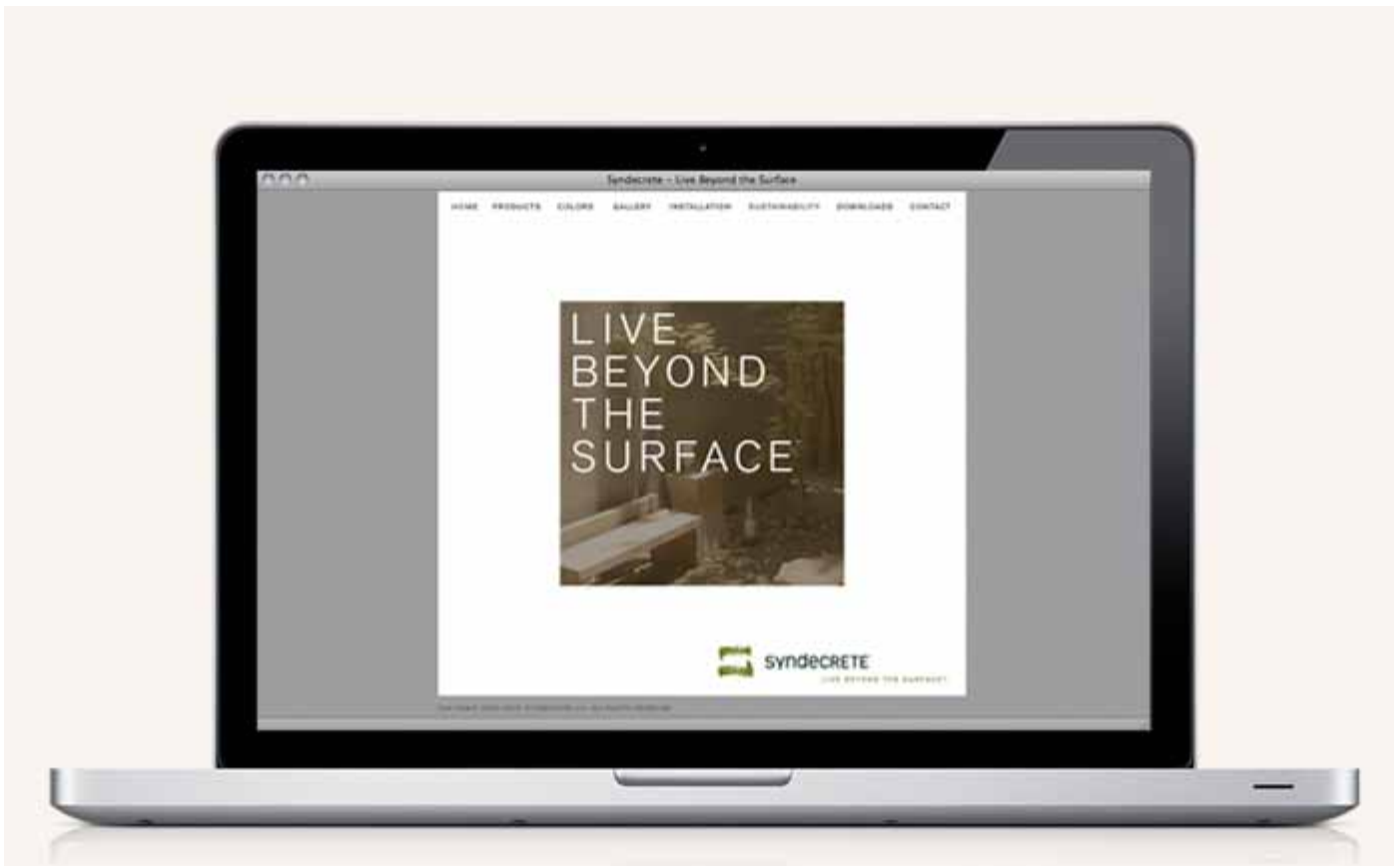


## THE CHALLENGE

Though the Syndecrete product bristled with promise the old website collapsed under the weight of its own offerings. Hundreds of colors created a nightmarish specification problem. And gallery images lacked the information needed to make an informed decision.

## THE SOLUTION

Zen and the art of concrete. Syndecrete's brand makeover fused the organic practice of sumi-ye brush painting with a clean, contemporary style. A balanced minimalism achieves harmony through its square format and the complementary copy soothes and invites the reader to "live beyond the surface". The previous site's overwhelming quantity of options was trimmed to a manageable amount and the corporate sustainability message is clearly evident. There's a sense of tranquility throughout. Balanced, yet fluid. Minimal, yet informative.



# GRAHAM PARTNERS



WEB SITE

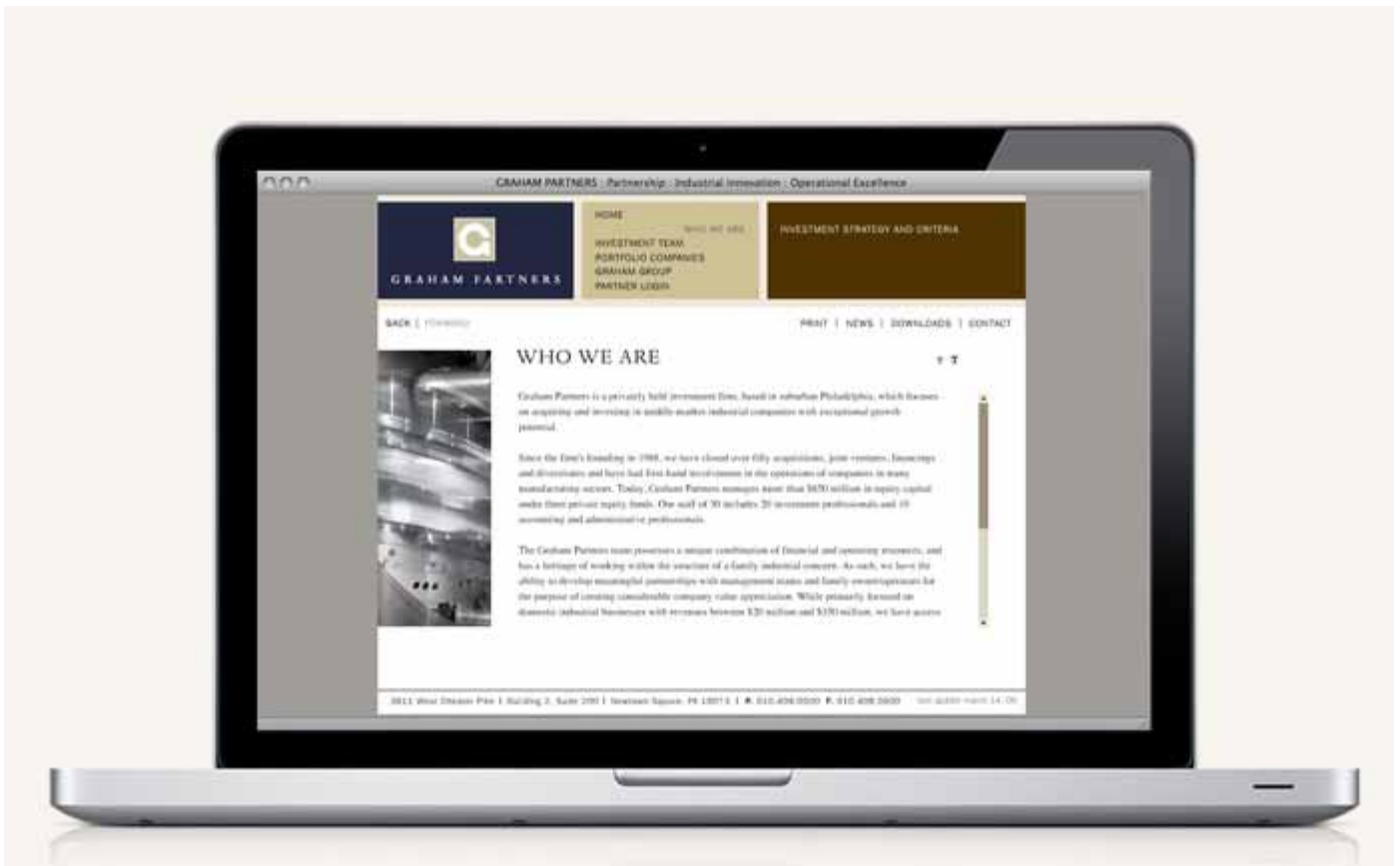


## THE CHALLENGE

Previous iterations of the Graham Partners website looked straightforward. And though it may have lacked the technical programming prowess it could have been, the site's appearance hinted at the company's existing brand equity.

## THE SOLUTION

Graham Partner's rich, corporate color palette defined the visual appearance for both the newly redesigned website and complementary on-demand collateral components. Classic black and white images represent Graham's core expertise and a simple, top-loaded navigation is easy to use. Graham's Annual Partners' Meeting connects their brand's visual language on various on-demand components that can be easily produced.



# BOSTON FINANCIAL



WEB SITE

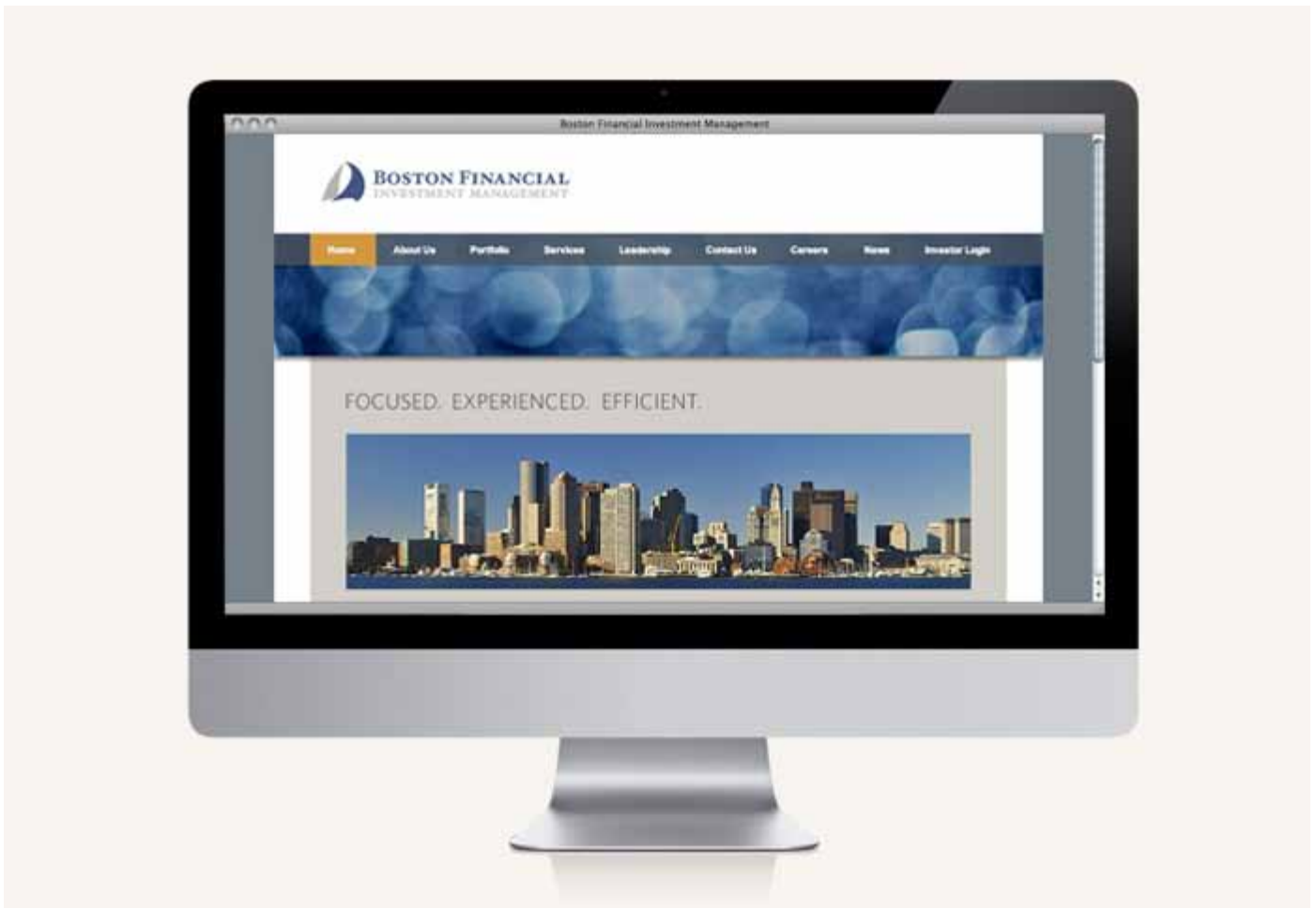


## THE CHALLENGE

As a previously held subsidiary of MuniMae, MMA Financial was purchased by Jen Partners and StudioConover was hired to re-brand the new company. A new website and all previous marketing material needed to be completely updated.

## THE SOLUTION

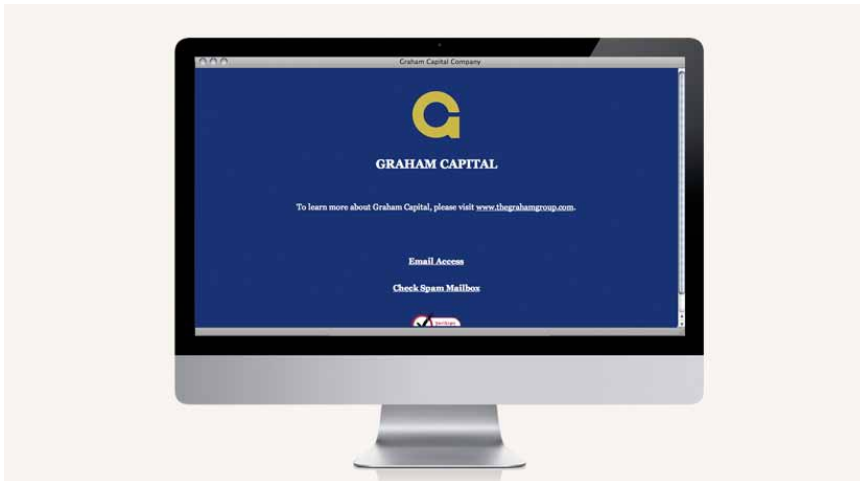
Jen Partners' investment in MMA Financial, a subsidiary of MuniMae, was renamed Boston Financial Investment Management. The acquisition necessitated a complete re-brand starting with its corporate mark, stationery suite and website. The Principal's desire to reflect the company's Boston Harbor location is evident starting with the logomark's "full sail" ahead attitude. The website and stationery suite completes the re-brand.



# GRAHAM GROUP



WEB SITE



## THE CHALLENGE

The Graham Group has been a market leader in the commercialization of many manufacturing technologies yet their presence online was nothing more than an email portal. As an industry-leading company, Graham Group needed a website that reflected their expertise.

## THE SOLUTION

Identifying explanatory sections for a company is not difficult especially when their previous online presence was virtually non-existent. The underlying structure of Graham Group's newly designed website is direct and forthright, just like owner Donald Graham is. The Graham Group's focus is industrial innovation through the development and commercialization of new manufacturing techniques. The website explains their accomplishments clearly.







StudioConover is a cross-discipline design studio specializing in Integrated Brand Strategies for the Built Environment and Product and Architectural Consultation. Capabilities include:

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- Integrated Branding Strategies
- Packaging and Collateral Design
- Corporate Identity
- Online Design
- Taglines and Naming
- Product Consultation
- Architectural Color and Materials Specification



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