

client

Law Office of Anne Page Watson, PLLC

industry

Estate Planning, Real Estate & Business Law

scope

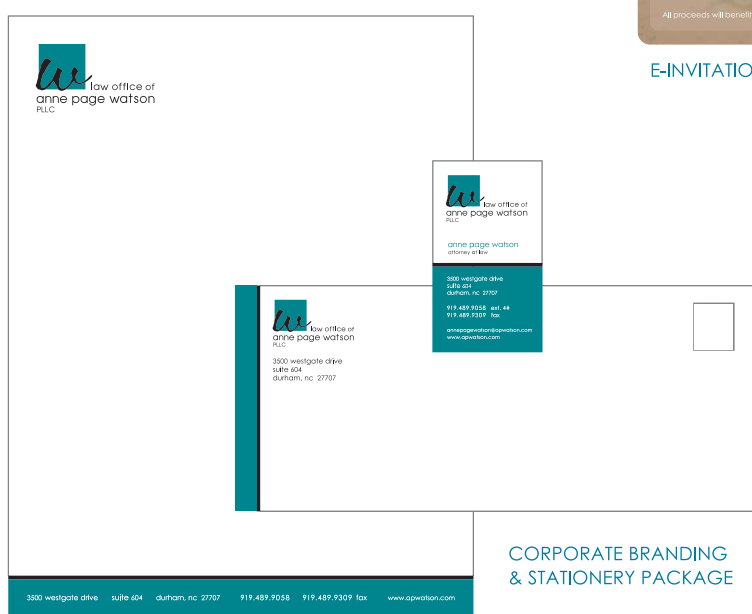
APW recognized that the branding they had established was outdated and was not conveying the proper sense of professionalism to their clients. Their web site was also in need of a facelift, so they researched local design firms that would be able to help in this effort. After meeting with Vigor and discussing their needs, APW quickly learned that Vigor was able to listen to their needs and provide direction and advice in areas that they hadn't had time to concentrate on. Impressed, APW elected to employ Vigor to bring their vision to reality.

After listening carefully, Vigor applied its design process towards generating a new logo that would portray the desired professionalism and modern attitude. As is often the case, there were several rounds of logo development, with each successive round incorporating feedback from the client and moving closer to "the one". Once a logo was decided upon, Vigor was able to craft APW's corporate stationery. This was very straightforward, so didn't require as many rounds of changes. The last major effort was to refocus her corporate web site, which was also fairly straightforward. The existing content on the site already expressed the ideas she wanted, so the focus on the site redesign was more on making it more cohesive and visually appealing. The result was a crisp, clear site that allows visitors to quickly learn what her business offers.

results

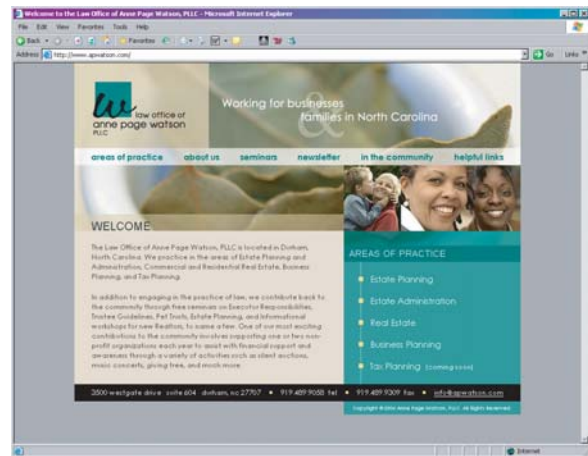


E-INVITATION



CORPORATE BRANDING & STATIONERY PACKAGE

WEB SITE



E-NEWSLETTER