



campaign includes:

- identity design
- capabilities brochure
- naming
- business cards, letterhead
- tagline/theme
- website design
- color palette
- signage
- image library

CASE STUDY: URBAN DECOMPRESSION

No one needs to tell you that times are tough. With today's economic climate, people are more stressed, with greater strain placed on their bodies and minds.

So as a business how do you market yourself knowing that? By setting yourself apart. From the name to the service it offers, Urban Decompression aims to set itself apart by offering companies on-site massage. Cheaper than vacation and child-care benefits, on-site massage reduces work-related stress, improves alertness, performance and productivity.

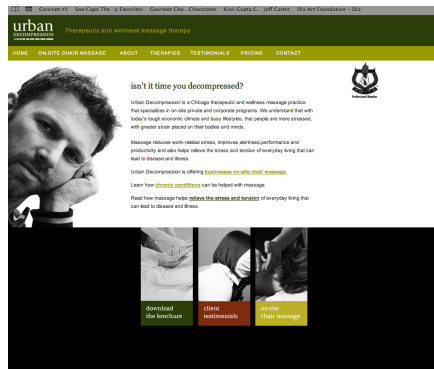
We started with the name.

The goal was to create a name and look that would appeal to individuals as well as businesses in the Chicago area. The name "Urban Decompression," which plays on the double meaning of "decompression"—a reference to relaxation as well as to a massage term. Colors used are in the green earth tone palette. We wanted to use a sophisticated set of colors while avoiding blue, which is often used by spas. The bars represent the decompression of the spine.

What was created.

After the identity was chosen, business cards were the first piece produced. From there a website and brochure were developed simultaneously. These included the use of black and white photography that was purchased for the brochure, website, letterhead and forms. Content was tailored to focus on the pain points of businesses during the tough economy.

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