

one
IMAGING INC
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CASE STUDY

BELL KEARNS & ASSOCIATES

High relief for a high-end wealth manager

Bell Kearns is an elite wealth manager with a discerning, high-end clientele. The ask was a sign for their entrance – simple, elegant, and sophisticated, to match their confident yet refined persona.

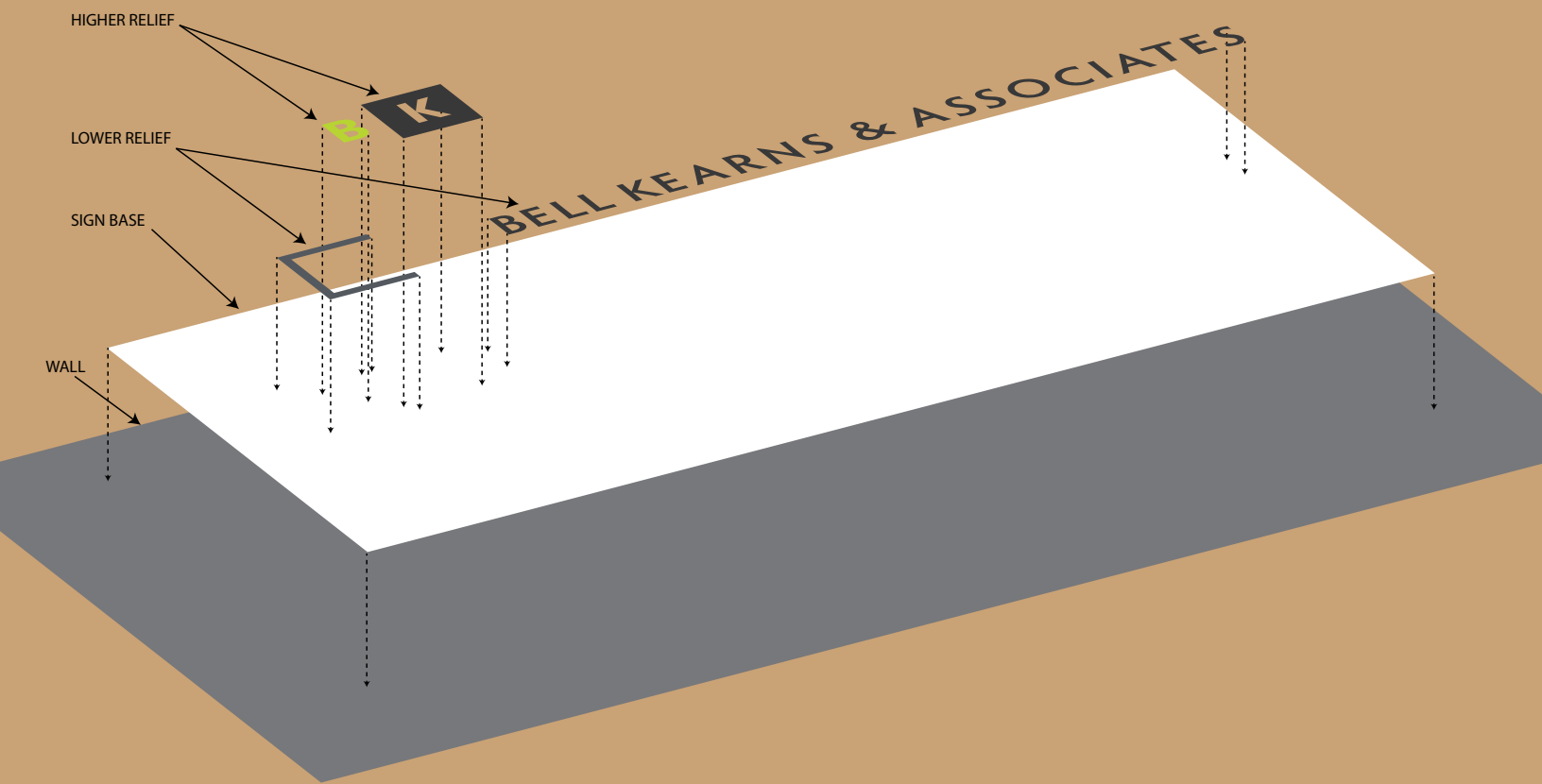
Particularly for new prospects or clients, the sign is one of the first things seen when entering the office.

Challenge Project branding with impact and style

Much of the impact of our proposed sign came from its 3D nature, the eye-pleasing layering of wall, sign, print, and acrylic cut-out.

Precision was critical, in order to follow branding and optimally achieve the 3D effect and translucent interplay of shadow and light.





Solution

Detailed, best-practice process; delivering above-and-beyond

- Met with Bell Kearns, measured space, discussed branding
- Arrived with acrylic colour swatches, to choose cut-out colour there and then left with branding samples
- Promptly provided good, better and best options, via email; best chosen
- Created 3D mock-up of best option for approval
- Created detailed drawing explaining assembly process for approval
- Created logo in acrylic in actual size and colour for approval, along with full-size paper print-out to visualize size and check effect of office lighting on 3D cut-outs
- Installer arrived just before closing to minimize disruption, finished in 30 minutes
- As added value a large painting was professionally hung on adjacent wall – no charge.

Result

Client was absolutely delighted.

***“One Imaging was professional and knowledgeable.
The suggestions and advice were perfect for our firm.”***

Helen Kearns, President & CEO, Bell Kearns & Associates Ltd.

