

# How does a corporate image management firm **imagine** itself?

## case study: **ATHLON**

### background

Athlon is a leading corporate image management consultancy with notable clients in the technology, management consulting and pharmaceutical industries.

### challenge

Athlon's own corporate identity was in need of attention and refresh to more accurately represent its ethos and communicate its broad capabilities.

### solution

SandorMax partnered with Athlon to revitalize its brand and business communications collateral. The typography and iconography of the logo was refreshed, while leveraging the athlon as a symbol of excellence. The shape of the orange arc evokes the athlon trophy of ancient Greece and the color palette conveys contemporary creativity and the unexpected.

As part of the Athlon marketing program, SandorMax developed a new website which clearly communicates the firm's full complement of services using a concise visual vocabulary. SandorMax designed a visually evocative site, using consistent iconic cues to orient the user to the distinct levels of service. The website launch was preceded by a direct mail campaign using a series of postcards to reinforce the brand message and graphical references of the revitalized website.

### results

The new corporate identity and communications program paved the way for an extensive direct outreach campaign to targeted industries and resulted in increased prospects and consulting engagements.

[www.athlon.com](http://www.athlon.com)



corporate identity



website design and production



interactive brochure



brand extension