

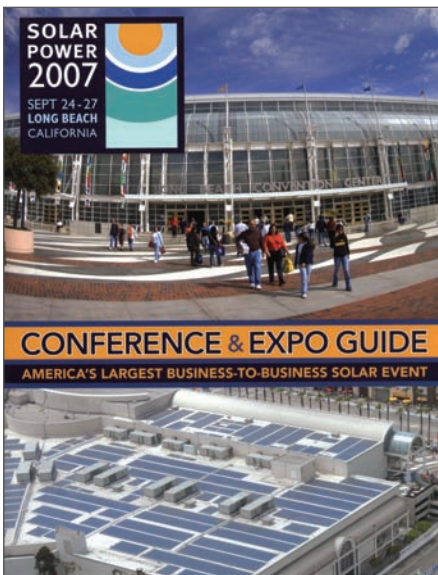
Solar Power International



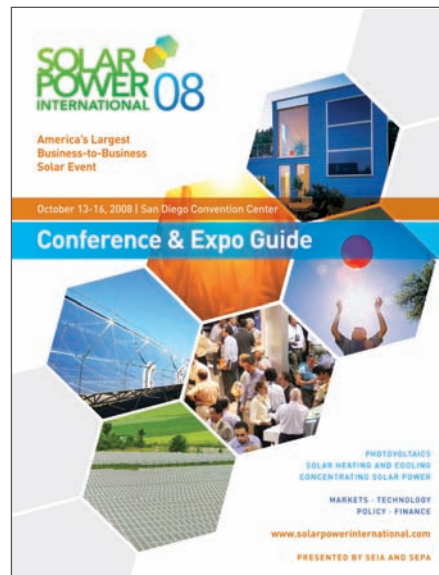
New logo design



Web media: Dynamic banner ad



2007 SPI conference & expo guide and logo



2008 SPI conference & expo guide and logo



Web media: HTML email blast

SITUATION

Show producer's primary concern was new competition from a popular and well established European show now in the U.S. Producers were also dissatisfied with the show's brand equity considering its remarkable growth, attributing the condition to sloppy marketing and poor brand management.

STRATEGY

Strengthen brand position on business orientation and non-profit organization classification, and develop a strong brand identity.

EXECUTION

- CI developed a new logotype and brand identity featuring a bright, professional business aesthetic.
- CI bolstered the brand's commitment to a higher cause: the information and communication needs of business people and business interests opposed to the sales-driven product and brand promotion typically associated with the interests of exhibiting product manufacturers.
- CI developed all advertisements in print and web media, as well as direct mail and tradeshow collateral pieces.