



Case Study

Finisar Rebranding

Our client's challenge:

Finisar, a leading provider of high-speed data communication systems for networking and storage, sought a more modern and compelling look and feel for its corporate marketing materials. This expanding global company with more than 3,000 employees wanted a new look that would more effectively project the company as an industry leader — and imagery that would work equally well across different media.

The Scott Design solution:

After in-depth discussions with Finisar representatives and follow-up analysis, Scott Design's experts developed a vibrant, upbeat look that presents Finisar as a large, growing corporation to customers, partners, analysts, and — most importantly — potential new customers.

Since then, Scott Design has designed and produced a corporate brochure and folder, trade show graphics, web banner advertisements, and other marketing collateral pieces.



a



b



c

a Corporate brochure and presentation folder

b Trade publication print advertisement

c Trade show hanging banner

d Trade show booth graphics



d