



## Case Study

### Nextance Website and Rebranding

#### Our client's challenge:

Nextance wanted to redesign the entire look and feel of its marketing materials. The new look—for all types of communications—was to reflect the polished, professional image of an established company in an increasingly important industry.

#### The Scott Design solution:

Scott Design asked questions to ensure that we fully understood Nextance's challenges, goals, solutions, and competitive concerns. Our experts then designed a new website along with templates for solution overviews, web banners, postcards, and brochures.

#### Awards:

Notable Award, ReBrand 100 Awards—  
Most Effective Rebrands

#### a Website design

#### b Corporate folder and literature

#### c Print advertising

#### d Trade show booth graphics



a



b

c



d