



## Case Study

### Skytide Website and Rebranding

#### Our client's challenge:

Skytide sought a more welcoming look and feel as part of an ambitious rebranding effort. The company placed special emphasis on making its website more attractive and informative, as well as easier to navigate. The website, printed collateral, and other materials were to reflect Skytide's position as a high-tech leader with a personal touch.

#### The Scott Design solution:

Our technical experts and creative designers joined Skytide's leaders for an in-depth analysis of rebranding/redesign objectives. Once those objectives were clearly defined, our designers produced an updated logo and templates for printed marketing material. Our expert web designers created a user-friendly, interactive website with CSS and web standards.

The website includes attractive animation, enhanced access, and faster functionality. Printed marketing and event materials have clear, clean layouts that effectively incorporate Skytide's branding.

#### Awards:

- Silver Award, Silicon Valley ADDY Awards—B2B Website
- Silver Award, W3 Awards—B2B Website

#### a Website design and Flash animations

#### b Product datasheets

#### c Trade show booth graphics



a



b



c