

## MILESDESIGN CASE STUDY :: AIT Laboratories Comprehensive Rebranding Process



The new AIT Laboratories identity updated the “diamond” theme to feel like a progression and improved the typography to better emphasize “AIT” as they are often referred to.



The redesigned website boasts new functionality for the test catalog, news articles, and an improved site search.



It's the little things...  
The AIT Laboratories business cards are a heavy-duty card stock, trimmed with rounded corners, and an embossed logo.

### CHALLENGE

AIT Laboratories came to Miles Design in search of updates to the AIT brand, including a redesign of AIT's logo, stationary package, print materials, website, and tradeshow booths. As a leading reference laboratory in the nation specializing in pain management, forensics, clinical, and pharmaceutical testing, AIT Laboratories was looking to better position itself as a market leader through a comprehensive rebranding process. The solution needed to feel like an evolution of the company and a natural progression.

### SOLUTION

Miles Design created a comprehensive identity package—including an updated identity, business system, print collateral system, tradeshow booth design, and website redesign—that would refresh the AIT brand with a clean, cohesive, professional look.

“Miles Design helped AIT to create a new brand identity that preserves the long-standing, successful image of AIT,” said Executive Director of Corporate Communications Raquel Bahamonde. “The entire campaign further strengthens the company's reputation as a science-based, technology-driven company, which is a leader in its industry and takes pride in its professional staff.”

**“The entire campaign further strengthens the company's reputation...”**

### RESULTS

Miles Design helped coordinate the initial brand rollout on October 6, 2008, during an internal company meeting. Miles Design was diligent in overseeing even the smallest printing details, such as the embossed logo, custom die-cut business cards, and consistent color across the various media.

Miles Design offered support for both the design and information organization for the new AIT website and art-direction for photographer Tod Martens on the great new images. The new site boasts easy ways to view complex information, such as the test catalog.

“Miles Design was instrumental in assisting AIT with challenges it faced in providing complex information to our clients in an easily accessible way and an easy-to-understand format. Our clients are now better able to get the information they need about AIT's testing,” said Bahamonde.

Internally, the relaunch of the AIT brand created a sense of excitement among the employees, sales staff, and leadership. While the AIT brand roll-out will likely continue throughout 2009, the initial launch has proven to be successful, both internally and externally.

For more information, visit:  
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