



CASE STUDY:

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### ☛ Collateral Guidelines

**Goals:** Strengthen the brand position and message in response to changing market conditions, improve sales, reduce time market, and ease of distribution of collateral. Coordination of disparate vertical marketing groups within Sprint to provide useful sales tools for the sales force.

**Outcome:** Unified look and feel and consistent presentation of the Sprint brand — created a template system for collateral to ensure brand consistency and speed collateral development. Designed and oversaw implementation of web engine to deliver on demand, customized sales materials to the global sales force.

**Summary:** Streamlined sales and marketing processes. Refined and codified brand standards.



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