

Client: MatrixOne

Industry: Product Management Software

Client's Unmet Needs

Not having a distinctive brand made it difficult to attract new business in a crowded global marketplace. MatrixOne needed to develop a strategic brand identity to align its mission of creating innovative, quality product data management software that would inspire engineers around the world.

Greater Revenue through Creative Solutions

Creative Solutions was selected as the creative resource for MatrixOne's corporate communications for five years, helping MatrixOne grow from \$35million/year to over \$50million/year in sales before going public.

From strategy to identity, direct mail to trade show presentation, MatrixOne engaged Creative Solutions in every aspect of brand development and management: comprehensive brand identity, logo design, brand communications, brochures, data sheets and packaging systems allowed for extensive line extension within the master brand's identity.

The new brand identity and brand communications solutions helped deepen relationships between customers, employees, business partners, and lead to increased revenues.



Creative Solutions designed the MatrixOne logo, brand communications and packaging

CREATIVE SOLUTIONS, INC.

Website Design ~ Brand Communications ~ Business Development

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