

# Paris Companies

Paris Companies is a leading healthcare linens and uniform rental company serving the Mid-Atlantic Region. Vision has worked with Paris since 2006 to provide a total range of marketing services, some of which are shown here.

**Strategy:** Vision audited ALL aspects of the company's marketing and materials – essentially performing a complete facelift or overhaul of the look of the company – to better reflect their leadership position, especially in the growing healthcare linens industry.

**Brand Identity:** Vision developed consistent Naming, Logos, and Taglines for Corporate and Paris' two Divisions to enhance and "modernize" the company's image.

**Graphic Standards:** A Graphic Standards Guide was developed to ensure that the look of the company would be consistently displayed across all mediums, including Stationery, PowerPoint Templates, Collateral Materials, etc.

**Marketing:** A broad range of marketing materials were created for each division, including Flyers, Pocket Folder, Catalog, Direct Mail, Truck Signage, Newsletters, etc.

**Advertising:** Print Ads were developed and strategically placed in Industry Magazines, and Outdoor Ads were placed to stimulate growth in under-developed markets.

**Website:** The company's corporate Website has been redesigned, and two new ones were designed to better target market segments for the company's two major business units.

