



New Look for Garco's Image and Systems Brochures

Anderson Mraz Design recently completed work on a new corporate capabilities brochure and 2006 calendar for Spokane-based Garco Building Systems. Garco is the Northwest's largest steel building systems manufacturer, engaged exclusively in the design, manufacture, and distribution of building systems for industrial, commercial, and agricultural applications.

"We were looking for a firm with integrity, creativity, and focus," said Garco's Joanie Garvin, "someone who would understand who we are and what we needed. That's why we chose to go back to Anderson Mraz Design."

Initially tasked with refreshing Garco's existing materials, AMD provided an integrated solution that focused on flexibility, quality, and enduring value – traits Garco collectively calls Maximum Building Value.

"Our recommendation," said AMD principal John Mraz, "was to combine Garco's existing image and systems brochures to both gain production efficiencies and provide a more substantial, high-end marketing tool." That approach allowed AMD to use full-color printing throughout the piece. "We were able to highlight diverse projects with great photography as well as features and benefits copy," continued Mraz, "then move into the nuts and bolts of what it is Garco provides."

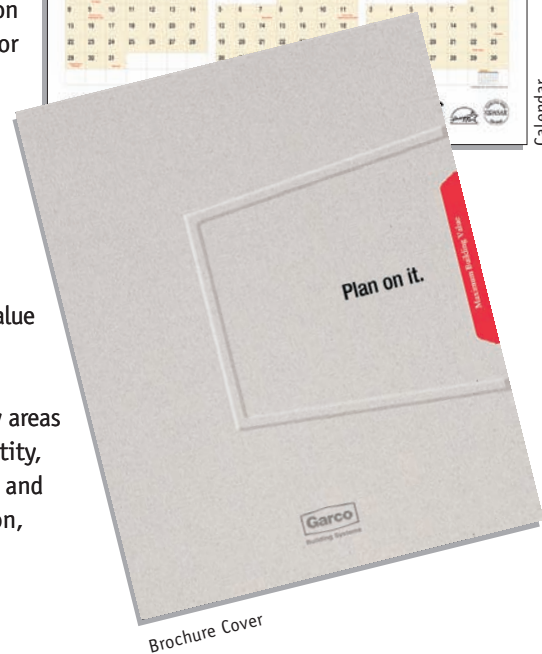
Since it had been nearly a decade since the last major update of Garco's promotional materials, it was necessary to completely reorganize and update all tables and drawing profiles. The specifications section of the brochure was designed with layouts and color combinations that could easily be photocopied – with good reproduction results – for convenient inclusion in client presentations.

"We think this solution will become a more effective selling and educational tool for Garco to attract new builders and dealers," added Mraz, "as well as provide a better means for all builders and dealers to communicate Garco's Maximum Building Value to their clients."

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.



Calendar



Brochure Cover

