


integrated solutions

lemaster daniels



LeMaster Daniels was one of the largest regional professional services firms in the country, with more than 300 accounting and consulting employees in branches throughout Washington and Idaho. The firm was purchased by LarsonAllen in 2010.

What began as an identity redesign project to align a new logo with LeMaster Daniels brand initiatives quickly evolved into a partnership role that included assisting the accounting firm's in-house marketing group on a multitude of components related to those brand initiatives, including a recently launched website.

Stationery and business cards, an identity standards guide, a logo announcement mailer, an advertising campaign, a history display and brochure – even DVD packaging for the accounting firm's anniversary film – were all part of LeMaster Daniels' efforts to provide focus, clarity, and differentiation to support its future growth – and to project a more forward-thinking face.

"...their experience leading and managing large-scale projects, design sense, ...obvious professional accountability on their part."

"We chose AMD for a number of reasons," said Pam Pyc, director of marketing at LeMaster Daniels. "Their experience leading and managing large-scale projects, design sense, willingness to collaborate rather than dictate, and an innate understanding of our needs. More important, perhaps, was an obvious professional accountability on their part."

identity

LeMaster Daniels' brand initiatives called for a more forward-thinking approach to its business – a business that serves clients ranging from rural families to major national corporations, and one in which it became increasingly important to appeal to a youthful demographic as the accounting firm sought to recruit talent from college campuses around the country.

AMD designed a logo that dropped the "&" from the firm's name, projected movement and innovation, and incorporated the recently developed tagline: "Powerful insight. Proven results." A softer, warmer color palette was chosen to elicit a sense of openness and partnership. Shown also is the 100-year anniversary logo.



website & multimedia

Key to LeMaster Daniels' brand efforts was the refreshing of its website, a source of information not only to its existing clients, but also to those who might be interested in learning about the accounting firm – as well as prospective employees.

The color palette chosen for the new logo was further developed and applied to the site, which was expanded to include an interactive careers section, a video gallery featuring both employees and clients, a more robust leadership page, and sections covering news, services, and industry-related issues.

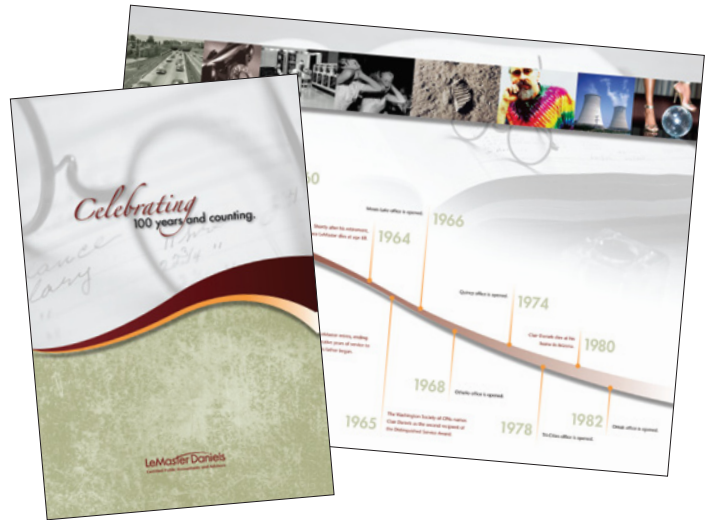
A cashed version of the LeMaster Daniels website can be viewed at am-design.com.



print collateral

LeMaster Daniels celebrated its 100th anniversary in 2008 with a series of events and open houses. This eight-page history brochure, complete with a timeline juxtaposing episodes important in the firm's development with worldwide events, was one of the pieces created to commemorate the occasion.

A series of images helped provide historical context; high production values not only imparted a sense of importance, but also acted as a subtle nod to LD's century of outstanding service.



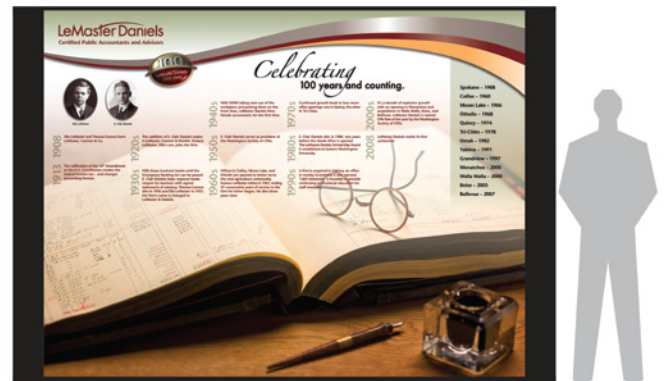
packaging

After working with a local film company to produce a ten-minute video commemorating the firm's 100th anniversary, LeMaster Daniels turned to AMD to package the resultant DVD. Using design cues taken from the new logo and featuring custom photography, AMD created a carrier that strikes a balance between history and innovation. The design served a practical purpose as well: lightweight and low-profile, it was inexpensive to mail.



posters & display

A companion piece to the aforementioned history brochure, an 8' x 10' free-standing display wall was created – along with a smaller, traveling version – highlighting LeMaster Daniels' achievements, by decade, over the last century of the firm's existence. Once again leveraging the new look and feel, AMD captured a sense of historicity with custom photography and vintage portraits while simultaneously pointing toward the next hundred years – and beyond.



advertising

In 2008, LeMaster Daniels was in the midst of a 100-year anniversary celebration, the acquisition of an accounting firm, and the execution of brand initiatives set out the previous year. To help communicate divergent messages in a coherent and meaningful way, AMD created a print ad campaign centered around LeMaster Daniels' core identity. The result was a series of ads that, while speaking to different audiences across its service area, consistently delivered a message of expertise, community, and dependability.

