



**THE it CROWD**  
A FULL SERVICE MARKETING AGENCY

# CASE STUDY

## Omega Point



**Client Name:** Omega Point

**Industry:** Business consulting and advisory services

**Project Scope:** Brand development support, Marketing collateral design, Website imagery, Social media graphics, Event materials, Campaign visuals

**Project Duration:** February 2020 to May 2021

## THE OBJECTIVES

**Objective 1:** Create a consistent visual identity across marketing materials.

**Objective 2:** Support ongoing campaigns with professional social media graphics and visual storytelling.

**Objective 3:** Develop polished collateral for events and client outreach, including brochures, one-pagers, and presentation materials.

**Objective 4:** Improve the visual quality of website imagery to better represent the brand online.

**Objective 5:** Provide scalable design support that allowed Omega Point to move quickly on new marketing initiatives.

## THE CHALLENGE

Omega Point was expanding in a competitive consulting market but lacked a consistent visual identity across its marketing materials. As the company increased its events, outreach, and published insights, it needed cohesive and professional designs for assets like brochures, one-pagers, and event graphics. The team also required flexible design support to quickly produce materials for new initiatives and campaigns without slowing communication.

## APPROACH



### 1. Discovery and Analysis

We reviewed Omega Point's marketing materials and brand elements to identify areas for improvement. The focus was on strengthening visual consistency, improving professionalism in external materials, and creating reusable assets for multiple channels.



### 2. Design System Development

Instead of treating each project as a one-off request, we developed a flexible visual framework that Omega Point could apply across different materials. This included consistent layouts for brochures and one-pagers, visual styling for social media graphics, aligned website imagery, and scalable templates for future collateral. The approach helped maintain a unified brand look while allowing flexibility for different campaigns and initiatives.

# IMPLEMENTATION

1

## Marketing Collateral Development

One of the largest areas of support involved the creation of marketing collateral used for client engagement and business development.

We designed a wide range of materials including:

- Brochures outlining services and capabilities
- One-pagers used by the sales team for quick client introductions
- Event materials such as branded tablecloths and display graphics
- Visual assets used in presentations and outreach campaigns

### Challenge:

- Materials were often created quickly and needed to be adaptable to multiple use cases.

### Solution:

- We created design structures that allowed new information to be inserted without redesigning the entire piece each time.

2

## Social Media and Campaign Graphics

We rewrote the full site copy with emphasis on:

- What CFS is and why it matters
- Elevate's engineering-driven process
- The benefits of early engagement in Phase 1
- A clear, professional tone that speaks to architects, developers, and contractors

### Challenge:

- Maintaining consistency across many small one-off design requests.

### Solution:

- Establish reusable design patterns that kept the brand visually consistent while allowing for quick turnaround times.

3

## Website Visual Support

We also contributed visual elements for the company's website, helping elevate the online experience through improved imagery and graphics that better aligned with the company's positioning.

This ensured that the website, social content, and printed materials all reflected the same professional design standard.

## RESULTS

Improved visual consistency across marketing channels and materials.

A professional library of brochures, one-pagers, and event graphics supporting business development. Omega Point walked away with:

Stronger visual presence across social media campaigns.

More cohesive website imagery aligned with the company's brand.

Faster production of marketing assets through reusable design patterns and templates.

The ongoing collaboration allowed Omega Point to move quickly on marketing initiatives while maintaining a polished and consistent brand presence.

## LESSONS LEARNED

Consistent design systems reduce friction when marketing materials must be created quickly.

Even small assets such as social media graphics benefit from a unified visual framework.

Marketing collateral becomes significantly more effective when it is designed to be modular and adaptable for different contexts.

Event materials and printed collateral remain powerful tools when they reflect the same brand quality seen in digital channels.