

# Case Study

MORIARTI

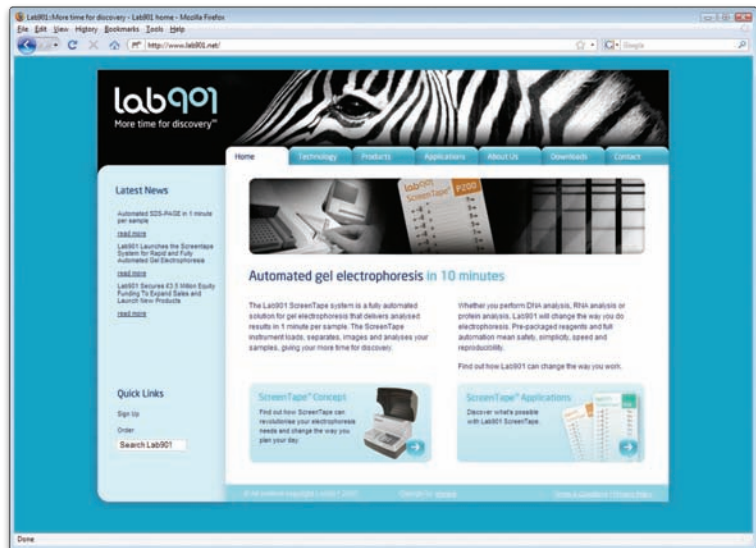


## Lab901

Corporate design

### Background

Founded in 2001, Lab901 is a life sciences company that is dedicated providing automated electrophoresis solutions that enable scientists to dedicate more time to discovery, not manual and repetitive tasks. The Lab901 team combines expertise in automation, electrophoresis, software development and molecular biology biochemistry who have developed ScreenTape, the first fully automated platform for gel electrophoresis.



Web site



Exhibition stand

### The brief

Lab901 was looking to launch its electrophoresis solutions and pro-actively market these into its target markets. However, they did not want to look like another 'me too' life science company and wanted to stand out from the crowd. A key requirement was to provide a company brand refresh and develop a product design framework that could be rolled out across a number of product line extensions and offerings. The new branding was required to be completely different to other players while providing a visually striking and relevant connection to what the company does.

**lab901**  
More time for discovery™

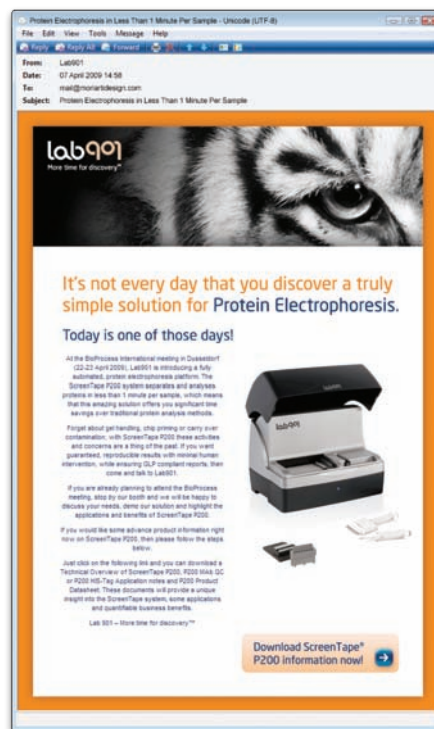
Brand development

## The response

Moriarti's big idea was to focus on making the Lab901's dna banding outputs a central theme for the brand refresh via carefully selected imagery. We looked for examples of banding within nature, that would enable both corporate and product differentiation by the use of striking imagery from animals, fish and insects etc.

By creating a visually engaging, but totally different solution to any of its competitors, Moriarti has developed a powerful, unique corporate and product branding that truly sets Lab901 apart in its target markets.

The branding framework has been successfully rolled out at both a corporate and product level across a wide range of marketing materials – website, datasheets, white papers, product packaging, exhibition display materials and email based marketing campaigns.



HTML Email

“Moriarti have created a bold, visually rich and totally different branding solution for Lab901 compared to any of our competitors. At exhibitions and conferences we definitely stand out and are recognised and remembered for our visually striking imagery. Moriarti are easy to work with from both a creative and marketing perspective and are extremely good at what they do. They have become a natural extension of our marketing department who we trust to deliver what we need to achieve our business objectives.”

**Richard Rowling**  
Sales & Marketing Director,  
Lab901 Ltd



Literature



Brand packaging

© 2009 Moriarti Design & Marketing Ltd. All rights reserved.

**Moriarti Design & Marketing**  
157 Broughton Road  
Edinburgh  
EH7 4JJ  
t 0131 557 0101  
f 0131 652 3975

[www.moriartidesign.com](http://www.moriartidesign.com)

MORIARTI

