

Case Study

MORIARTI



Pentland

Corporate design and brand development



Pentland Systems

Brand identity

Background

Pentland Systems Ltd. provides data acquisition solutions for radar, software radio and signal intelligence applications. The company has over 20 years experience in the design and production of top quality hardware designed for the toughest industrial, military and aerospace applications and environments where systems experience extremes of temperature and vibration conditions.



Web site



Product literature

The brief

After completing an internal review, Pentland's brief was to design a range of marketing materials to reflect and communicate their new strategic corporate and product positioning and focus. A key requirement of the resulting creative output was to ensure that the company could punch above its weight in the market place as it was competing against many large and established players.

Moriarti was asked to update the existing corporate identity and company stationery, to develop a flexible design for the company's product literature, to design and build the new website, to develop a style for press advertising, and to produce a flexible exhibition display solution.

The response

Based on prehistoric “hunter gatherer” cave paintings, we felt that the original concept behind Pentland’s existing identity neatly encapsulated the nature of both product and market, but that the graphical treatment and associated typography were weak. **Moriarti** refreshed both elements to make the identity more contemporary, distinctive and supportive of the new business proposition.

The website design was specifically structured and focused around products and applications, with a key aim of making it quick and easy for visitors to find what they are looking for. Functionality includes a restricted access download area, registration for which allows the capture of user data for marketing purposes.

The visual look and feel of the site was incorporated into the designs for a wide range of marketing literature, technical documents, packaging, display material and advertisements supporting Pentland’s extensive portfolio of existing and new products.

Moriarti supported Pentland with all of its sales and marketing activities for more than 6 years until the company was acquired by Curtis Wright in the USA.



Press advertising



Powerpoint presentation

“I am very pleased with the overall responsiveness, quality of service and creative solutions provided by Moriarti. They took the time to understand our needs and involved us at every stage of the creative process to ensure that the resultant designs matched our overall business requirements. Moriarti have developed innovative, creative solutions that work for us at a strategic and tactical level from both corporate and product perspectives.”

John Walker

Director of Product Development,
Pentland Systems Ltd

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