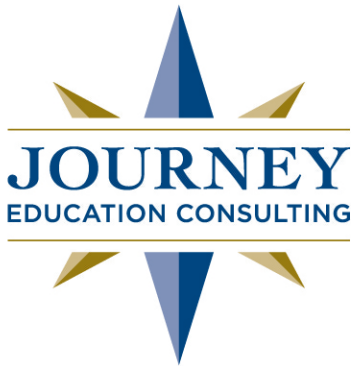


CASE STUDY: HIGHER EDUCATION

CLIENT



CHALLENGE

Assist independent educational consultant, Dr. Marsha H. Comegno with the launch of startup business that helps match students to colleges and universities that meet their needs.

SOLUTION

Design of compass-like mark to convey the navigational aspect of the educational "journey", and branded all corporate identity and marketing materials required to jumpstart this unique company.

"Idea Lab's dedication to innovative and significant ideas for my branding, helped sharpen the focus of my work and provided both professionalism and credibility to my business.

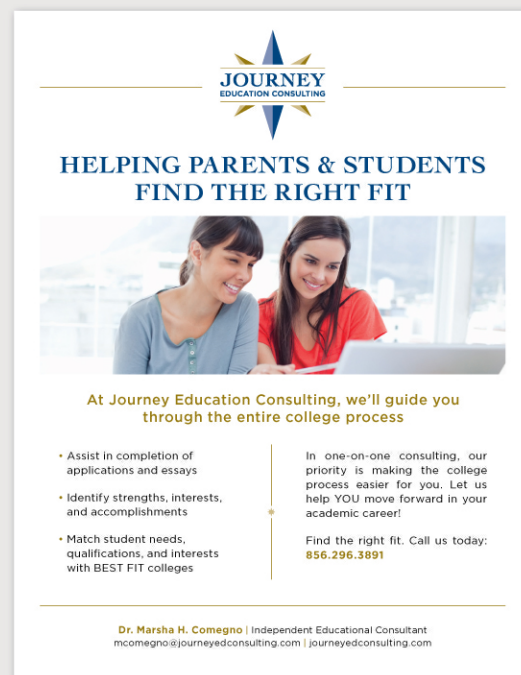
Clients consistently comment that both my logo and flyer expertly represent a professional that knows and understands her services."

– Marsha Comegno, Ed.D

BRANDING & STATIONERY



PRINT AD (TRADITIONAL)



ONLINE

