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street-wise business communication design

ReBranding as a Business Strategy

Mays Chemical Company



By 1996, the Mays Chemical Company had established itself as the largest, most successful minority-owned business in the five state region surrounding Indiana. What was lacking was a strong corporate identity that could literally help them make their mark in their business world. We created a sophisticated logotype/graphic that positioned Mays as mainstream (as many of their clients were perceiving them to be). Competing with the "Big Boys" now meant looking

as efficient, effective, reputable and friendly as them as well. Mays believed this mark accomplished all that and more. We have also produced corporate literature, promotional ads, and interactive graphics for them as we continue to provide them with communication materials that "clean up."



We have experienced tremendous growth and change, yet our tradition of reinvestment in people, plant and equipment to improve quality, service and efficiency remains paramount.

317-842-8722



Bringing Smart Solutions To Your Business For Over Two Decades

