



Our relationship with StorageTek

- Stewartstudio provides unparalleled service to StorageTek with full integration of corporate internal design production processes. Stewartstudio is ideally positioned to handle all corporate rush graphic-design requirements.
- In the past three years, Stewartstudio has completed more than 1,500 jobs, large and small, for StorageTek — 75 percent of the Storage Group Visual Communications' total workload.
- Stewartstudio is committed to a seamless creative process, from initial concept to final art. To date, we've provided StorageTek with our specialized expertise in:
 - Graphic design and production of all marketing collateral, including: direct-mail campaigns, brochures, data sheets, white papers
 - Trade-show and event collateral
 - Slide presentations, HTML e-mail communications, and web banners
 - Writing and executing brand standards
 - Reinterpretation product illustrations and diagrams to brand standards

Stewartstudio was one of the most productive design teams I had ever worked with. I could always count on Stewartstudio and their hand-picked team to be enthusiastic professionals to help my organization publish high-volume sales, marketing and event communications under insane deadlines. Their work was consistently of the highest calibre with a welcomed tenacity for details and foresight that was able to guide us on a path for success again and again. I was lucky to work with them.

– Visual Communications Manager

Success Stories

- **Rebranding Marketing Collateral** — Stewartstudio handled this massive undertaking three times in three years.
 1. The 2003 brand standards was performed on an ongoing, as-needed basis.
 2. For the "purple" rebranding effort in 2004, we solidified the standards and, with Stewartstudio as lead manager, produced 400 pieces of marketing collateral in three weeks for rollout.
 3. In 2005 Stewartstudio converted the StorageTek collateral to the new Sun brand.
- **Writing and Designing Brand Standards Manuals** — Stewartstudio writes and designs clear communications for uniform brand usage. Thus far, rules for brand-standard compliance have been produced for:
 - Graphic design
 - Corporate identity
 - Signage for events, facilities, transports, etc.
 - Marketing collateral, such as the selling guide, case studies, and technical papers.
- **Quick Reference Product Guide** — Stewartstudio designed the graphics and layouts for maximum ease of use in this 144-page reference book of all StorageTek products.
- **Copywriting Style Guide** — Stewartstudio designed this reference for worldwide use.
- **FORUM and Other Special-Event Graphics** — Stewartstudio produces many of the graphics, including posters, signage, invitations, and brochures, for StorageTek's premier annual event as well as other trade shows StorageTek attends.
- **Direct-Mail Campaigns** — StorageTek has depended on our knowledge and creativity to produce several direct-mail campaigns.

