

Studiografik Design Briefing Board

Prophet plc

“This work will be a significant factor in recognising and enhancing Prophet 2000 software in the supply chain markets”

Mark Peachey, MD.
Prophet plc
www.prophet.co.uk

STUDIOGRAFIK ENHANCES PROPHET ABILITY

Case studies are key ingredient in the marketing mix for Prophet plc, a leading software developer. As each installation is unique, they comprehensively demonstrate how Prophet’s wide range of applications help an organisation get the job done.

Attention to Detail

The objectives that lay at heart of the brief were to raise awareness of Prophet’s successful track record in the fresh produce market in the most cost effective manner. These objective were met by building the design around a flexible structure that could easily be revised for other case studies, yet remain recognisable a Prophet software collateral and distinctive to a range of verticals within the market place.

A Collaborative Approach

Raising the brand recognition of the Prophet name through targeting specific verticals, such as fruit growers and processors, within the supply chain market, has generated excellent leads. Results, that came about through a long and close working relationship. With the text generated by the client, the design and production work involved Studiografik definging the styling and imagery that would drive home the flexibility and dynamism of the Prophet software. Although laid out on a simple and inexpensive A4 format, the reader was still able to get a comprehensive account of why and how Prophet 2000 software produces client specific results.

Prohet plc is a software company developing applications which provide functionality, constant development, cutting edge technology and competitive advantage for SME’s and enterprises involved at every level in fresh, chilled food and drinks supply. Studiografik have been working with Prophet plc for many years designing and proding literature, advertising, branding and identity for print and new media.

Added Value Benefits

- Easily updated with the minimum fuss and expense
- Strong, identifiable and distinctive
- Adaptable for web use and pdf downloading
- Short, inexpensive digital print runs

For your new brochure or logo.
Email: rsvp@studiografik.co.uk
or call us on 0121 251 5175.