



ALTEK, INC. REBRANDING CASE STUDY

OLI Communications

PHASE 1

BACKGROUND

Altek is a 40-year-old AS9100, ISO 9001 and ISO 13485 certified and ITAR registered manufacturer that started with a focus on custom injection molding and has evolved to provide a wide range of services from injection mold tooling and precision machining to finished painted parts with assembly and testing for a growing number of industries in aerospace, medical, technology, space, and defense.

Altek has always been innovative, and part of that mindset has allowed it to be nimble and grow—even during tumultuous times. 2020 was no exception. Impacts in the industry and COVID-19 set many aerospace manufacturers on their heels. True to Altek's culture, they re-envisioned what it means to innovate, and quickly accepted new challenges to manufacture PPE, meeting the world's growing demand during the pandemic.

The Altek Board and leadership team realized the company could be stronger during and after the economic downturn if they were able to refresh the company's image and show how Altek is different than its competitors.

That's where OLI Communications came into the picture. OLI worked in tandem with Altek's leadership team—listening to their views; learning about their perceptions, goals, mission, and highly valued internal culture; gaining insights through commissioned studies; and hearing how much Altek valued their employees and customers. As OLI continued to engage with the Altek team, the vision for the refreshed branding started coming together.

OLI.

LOGO

OLI developed a new high-impact logo for the company utilizing a dramatic, customized font.



The bold font is futuristic yet sophisticated, depicting Altek's innovative approach to manufacturing. The "A" represents an arrow pointing up, which can also be viewed as a delta symbol to express their inclination toward innovation. Mixing angularity with one soft-edge across the icon helps to demonstrate structure *and* flexibility—keys to operational excellence and quality. The deep, navy blue is a sophisticated update from the previous logo's blue tone and ties in well to all industries served. The sleek design with the company name as the corporate logo, without a graphic element, helps the company stand out in a crowded marketplace.

BRAND HIERARCHY

The Brand Hierarchy of the organization was another key focus, and OLI developed signature brands for each division with the corporate icon as the foundation. The Altek leadership team worked closely with OLI to define nomenclature for each division and to make sure the graphic elements fully represent the industries Altek serves.





TAGLINE

The logo can be coupled with a new succinct and descriptive tagline to add authentic dimension to the brand when desired.

MANUFACTURING | reimaged

BRAND PROMISE

Altek's Brand Promise is a clear and concise statement about the way they approach manufacturing and the outcomes of their work, and that it is consistent with that of their highly valued customers. The Brand Promise tells the world anyone can expect a high level of innovation and absolute integrity when working with the Altek team because the Altek culture ensures these elements are demonstrated every day.

MANUFACTURING as dynamic as our customers
ACHIEVED with innovation and integrity

PHASE 2

The next phase of the rebranding includes a comprehensive [website redesign](#) for the company, helping them showcase the work they do day-in and day-out in a vivid and easy to understand format. Illustrative video, images, and graphics, coupled with rich descriptive content, will help viewers gain an instant understanding of Altek's value proposition. Mobile considerations are an essential component as many of Altek's customers access the web via their mobile devices. The site will also include accessibility features for the visually impaired.



Altek's **social media** presence has already been pumped up, with new Twitter, Facebook and Youtube accounts to complement the LinkedIn page. Traction across all platforms is beginning to take shape and will increase throughout 2021. OLI is developing an annual social media calendar for Altek that includes posts for key events and dates.

A new **eNewsletter** is getting its finishing design touches. The eNewsletter will be deployed to the Altek community on an as-needed basis about important and essential news and updates.

Indoor and outdoor signage is being produced to reflect the new logo.

Visual elements such as new video and images, contextualizing the the brand, will be developed on a continuous and as-needed basis.

Additional components of the rebranding include a review of the mission and vision; new letterhead, presentation, and email signature templates; internal communications including videos, posters, and other content; collaterals; conference materials; and booth design.

"The rebranding is part of Altek's evolutionary story. The new brand components help us tell our story in an easy-to-understand way and shows our dedication to our employees and our customers," said Mike Marzetta, Altek president.

Altek's rebranding is a refresh to a solid company that wanted to update and define their brand message to all employees and industries served in a clear, concise and easy-to-understand way.



It helps lay the foundation for enhanced and targeted marketing, focused internal communications and continued attention to the organization's positive internal culture, outreach to key stakeholders, and solidifies its position as a market leader.

In addition to the comprehensive rebranding initiative, OLI is also conducting **media relations**, supplemental **business development**, and **government affairs** on behalf of Altek.

Contact us at info@olicomms.com to explore how OLI can help your company stand out!

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