

## Star Series Electrochemistry Meters

## Reinventing A Brand Identity

The project objective included replacing a product line that measures pH, ISE, Conductivity and DO in an aqueous solutions via a vast selection of sensing probes. These devices are used by technicians and chemists in the lab and field for the food & beverage, drug, drinking & waste water markets. Opportunities were that the brand had a distinct but aging aesthetic that was being copied by competitors and the technology was both outdated and tough to source. Meanwhile, the parent company initiated a new global brand initiative which the team was involved with, and was to coincide with the launch of this product. Through color / trend research, UI development, design language creation and multi-site concept validation, the team was successful in implementing a consistent, scalable identity across the corporation. The design achieved a cost effective common architecture loaded with value added features that had an appropriate, scalable aesthetic while leveraging on the brand equity of the past.

