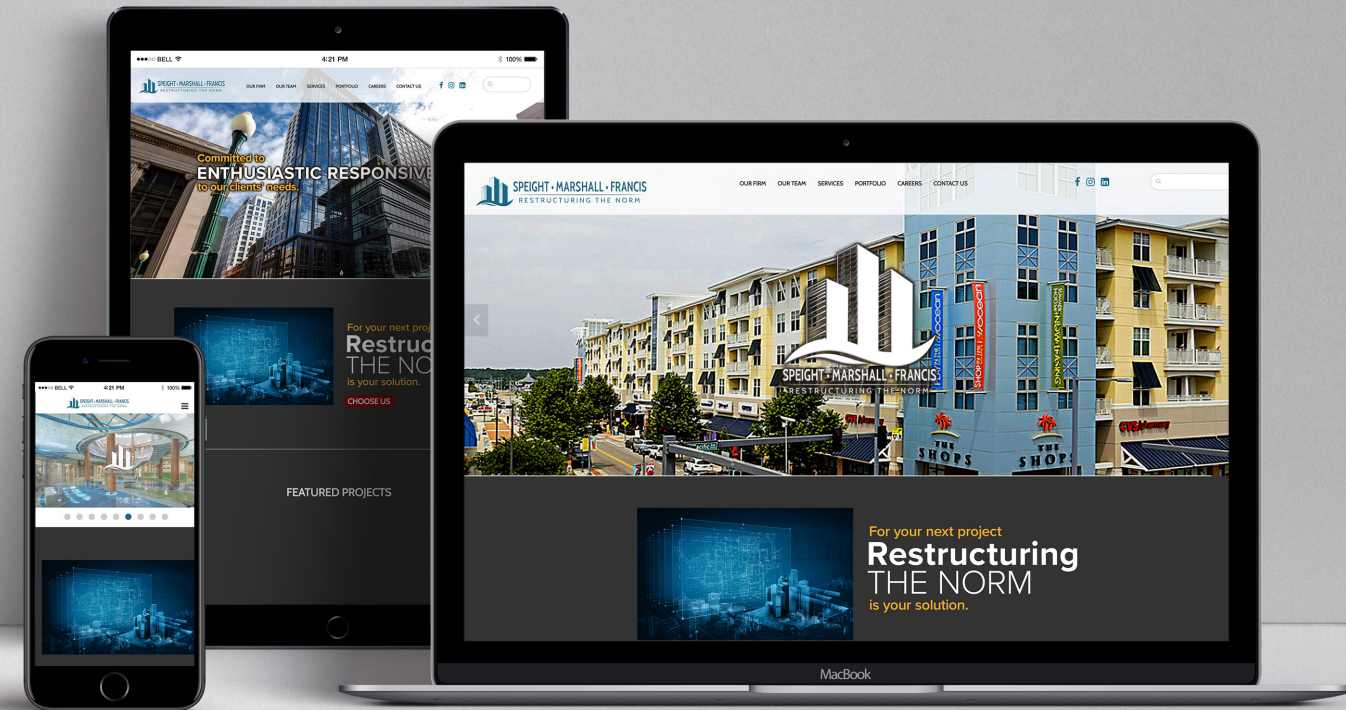


STUDIOCENTER®

CASE STUDY



Case Study: Speight Marshall Francis

SMF is a structural engineering firm, specializing in developing unique solutions to complicated structural problems for their clients. In early 2019, they came to us with a problem of their own. While their approach to engineering was cutting edge, when it came to their website and brand image, they were living in the past. After meeting with us and learning about our capabilities, they hired us to build a new website to reflect the type of forward-thinking company they are and bring their brand into modern times.



The Ask

Speight Marshall Francis came to us for a brand refresh and a complete website redesign. This was their original logo.

Our Approach

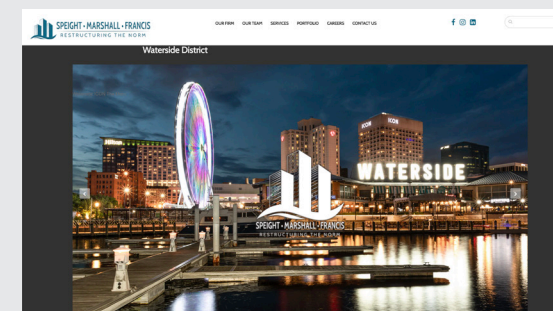
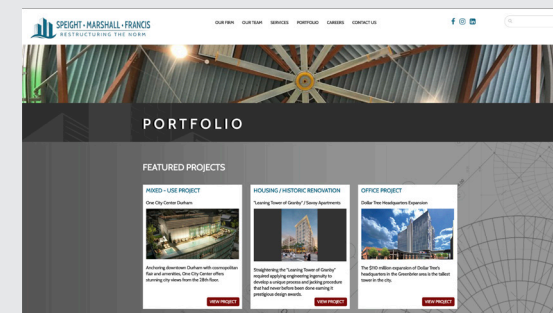
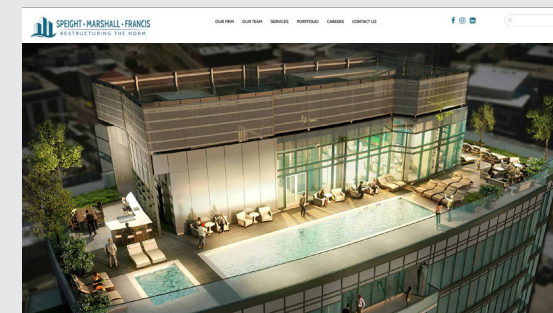
We asked questions. We listened. Then we got to work. We needed a strong tagline and logo that would help solidify the SMF brand in the minds of potential clientele and let them know what the brand stands for and the work it does.

The Work

After much exploration, we landed on the line Restructuring the Norm and paired it with a logo that demonstrates the mix of solid structure and unique design they incorporate in their work. Then we created a set of brand guidelines to ensure a consistent brand message at every customer touchpoint. Finally, we tackled their website. We wanted to build them something that was user friendly and functional in terms of displaying information, but was just as much a visual showcase of the amazing work they do. And as you can see, we did just that.

The Result

Speight Marshall Francis is enjoying a period of growth, thanks in part to our brand and logo redesign which helped bring their amazing brand into a new era, and introduced them to a new generation of tech-savvy clientele who may have otherwise passed them by.



Click above to visit the live site.