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WELCOME TO GREENCENTRE CANADA

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News

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Events

- July 15, 2009 | Lorem ipsum dolor sit amet.
- Aug. 20, 2009 | Lorem ipsum dolor sit amet.
- Nov. 2, 2009 | Lorem ipsum dolor sit amet.

Articles & Presentations

SWMG

SMALLWORLD MARKETING GROUP INC.

Integrated Marketing Communications Agency

GREENCENTRE CANADA

Branding: Naming + Corporate Collateral + Website + CMS + Trade Show Materials + Opening Event Materials

CONCEPT: Establish a leader who did not previously exist.

PARTEQ hired us to brand a new technology transfer institute for Canadian Green Chemistry Research Discoveries. The company's purpose was to transform green chemistry research into clean, sustainable products and processes that could benefit Canada and the world. This company was new, but was sure to earmark Canada as a leader in the green chemistry field.

GOAL: Brand our client as the leader they are.

Our client would be emerging on the national stage. We needed to create a brand and logo that would resonate with those in the green chemistry field, as well as those in government, academia, and even with the general public. The brand had to be powerful but it also had to be accessible. What is more, it had to be fitting of a Canadian company who was an international leader in its field.

REALITY: A brand that was clean, elegant, and representative of an industry leader.

We renamed our client "GreenCentre Canada". This name identified our client clearly and without question. The logo is accessible to all audiences and the tagline was exceptionally succinct: "Changing chemistry, changing the world". We supported the new brand with a comprehensive Visual Standards Manual which was very well received by the organization's stakeholders. Meanwhile, the brand was successful in resonating with all our target audiences, including industry, government, academia, and the general public.

"GreenCentre Canada is a new national Centre of Excellence that enlisted SmallWorld Marketing Group to develop its branding and corporate materials. Despite a number of tight deadlines, their work with us has produced a corporate look and collateral materials that are fresh, unique and wholly reflective of our corporate ethos."

Dr. Rui Resendes - Executive Director, GreenCentre Canada
Mary Anne Beaudette - Director, Communications, PARTEQ



www.greencentrecanada.com