

## Elevating Brand Consistency and Sales Enablement for Cambridge Technologies



Cambridge Technologies is a veterinary biologics company specializing in custom autogenous vaccines and diagnostic solutions for livestock producers and veterinarians across the United States.



### CHALLENGE

Cambridge Technologies was experiencing a disconnect between the quality of their scientific work and the materials used to present it.

- 1 Inconsistent branding across collateral.
- 2 Outdated or mismatched sales flyers and technical data sheets.
- 3 Sales team lacked professional, on-brand tools to support outreach and customer education.
- 4 Tradeshow presence didn't reflect the company's innovation or professionalism.

### OPPORTUNITY

50 Marketing saw an opportunity to align their marketing materials with the credibility of their products and services.

- 1 Create a unified brand identity across all touchpoints.
- 2 Design high-quality, impactful assets for sales and tradeshows.
- 3 Strengthen brand recognition and trust in the marketplace.
- 4 Empower the sales team with clear, visually compelling support tools.



# Elevating the Brand Experience

Recognizing the need to elevate their visual identity and enhance how their solutions were communicated, Cambridge Technologies set out to create a more cohesive and compelling brand experience.

## SOLUTION

A full branding and sales enablement refresh was implemented.

- 1 Redesigned flyers and brochures with consistent visual identity and messaging.
- 2 Developed clear, organized technical data sheets with brand-aligned formatting.
- 3 Created tradeshow materials that reinforced expertise and visual impact.
- 4 Established branding standards to ensure consistency across future content.



## RESULTS

-  **Improved brand cohesion** across all sales and marketing channels.
-  **Empowered sales team** with professional and easy-to-use resources.
-  **Stronger tradeshow presence**, leading to better engagement and lead generation.
-  **Enhanced credibility**, reinforcing Cambridge's role as an industry leader in animal health solutions.

