



Public Relations
Marketing

CASE STUDY

Accurate Mailing Service Logo Redesign



Accurate Mailing Service

Mailing Services - Paso Robles, California

“AR & Co. helped us freshen up our logo and created a modern version that appeals to the business community – we couldn’t have done it without their services.”

—Ken Lowe
Owner, Accurate Mailing Service

Accurate Mailing Services offers expert consultation for the mailing needs of small and large businesses. Working directly with their customers, they are able to reduce postage on bulk mail, help organize mailing lists, and take care of packaging and shipping.

EXHIBIT A: ORIGINAL LOGO

AMS's logo before AR & Co. redesign.



EXHIBIT B: REDESIGNED LOGO

AMS's logo after AR & Co. redesign.



Thanks to AR & Co.'s redesign, AMS now has a strong presence across all marketing mediums.

Findings

Accurate Mailing Services (AMS) came to AR & Co. seeking an updated logo. AR & Co.'s graphic design team patterned a modern logo based solely on a previous logo from an embroidered jacket. AMS was thrilled with the resulting logo that AR & Co.

produced and has since been using it in all of their marketing and advertising applications. Based on this positive experience, AMS is looking forward to many more opportunities to work with AR & Co. in the future.