



Verilux Catalog & Mailer

Entering into our relationship, Verilux provided Page2 with loose branding guidelines that were a work-in-progress — the hope being that our efforts in designing these pieces would mesh well with the company’s own efforts to advance the branding initiative, resulting in a final tried-and-true set of standards. By maintaining clear, consistent communications and remaining infinitely open to modifications, we were able to collaborate effectively to achieve both the short- and long-term objectives.