



## AXYS Technologies:Technology

Axys Technologies Inc. designs, manufactures, and installs remote environmental monitoring systems worldwide. Living Blueprint worked closely with Axys to establish marketing guidelines and protocol, ensuring proper use of everything from the brand-mark to all marketing and promotional items. Living Blueprint built a comprehensive Brand Standards guide to assist Axys in how they understand, control, and communicate their brand both to internal stakeholders and to their global clientele. The company's Brand Standards guide also serves to increase efficiency by providing an internal communications document streamlining information distributed by all departments and global marketing reps. All brand and marketing products were 'cleaned-up' and centralized through the production of the Brand Standards guide. This provided an additional benefit that let Axys leverage all relevant marketing initiatives created over the past 10 years, and reducing costs in reproducing items that already exists.

**SERVICES:**  
Advertising  
Brand Management  
Communications  
Consulting  
Digital Branding  
Trade Show

**Year:**  
2004-2011