CASE STUDY

Teradici

Joined Teradici during its early startup phase to lead graphic design and marketing initiatives, playing a pivotal role in shaping and communicating the company's vision to a broader audience. Through the development of cohesive branding, engaging marketing materials, and targeted campaigns, successfully fostered brand recognition, elevated the company's profile within the industry, and contributed to significant business growth during a critical period of scaling.
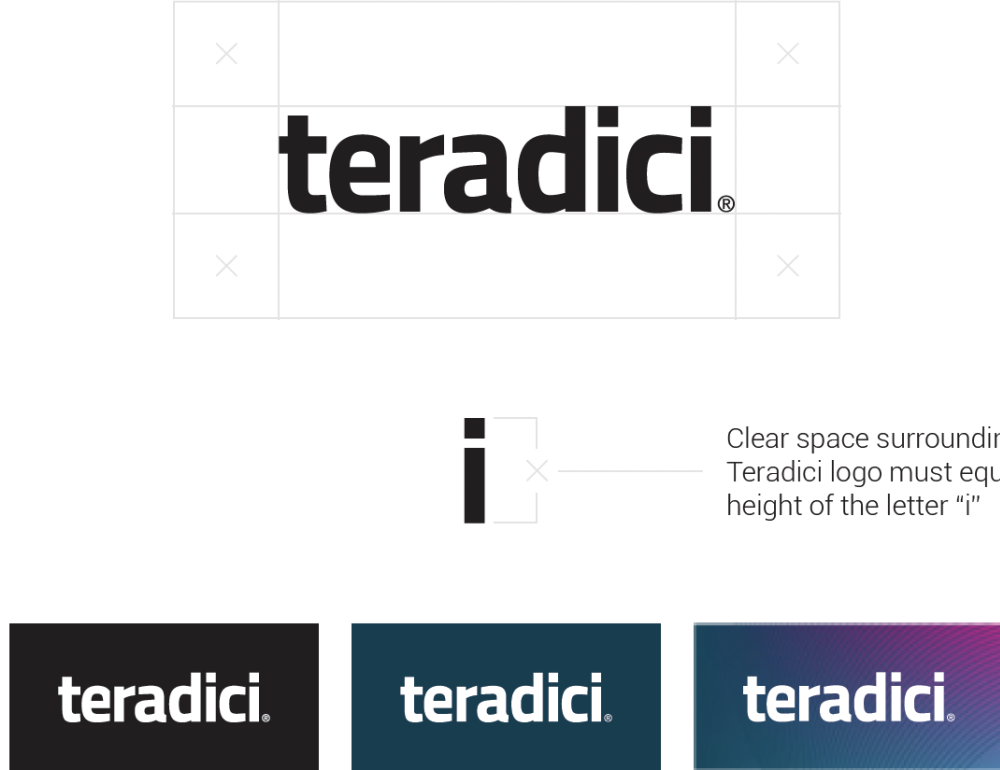
Establishing Brand Guidelines for a Growing Startup

Primary

The Teradici logotype is a design mark and consists of the name in a modified font plus the ® symbol.

Colour
The logo is to be used in black or reversed in white.

Minimum Size
The smallest the logo should be in printed applications is 1" / 25 mm wide. The smallest the logo should be represented on screen is 100px wide.

Background Usage
The Teradici logo may also be used in white on a solid coloured or patterned background, or photograph that allows sufficient contrast.

Clear space surrounding the Teradici logo must equal the height of the letter "i"

Colors

Color palette

This color palette comprises 2 primary colors, 1 secondary or accent color, and 3 tertiary colors.

Primary		Secondary	Tertiary		
RGB #0a3f5a 0/62/81	RGB #00a6b6 0/166/182	RGB #ed1b60 214/0/120	RGB #f68d2e 246/141/46	RGB #fed141 254/209/65	RGB #ab26aa 141/14/87
Deepsea	**Turquoise**	**Pink**	**Orange**	**Yellow**	**Raspberry**

Varying tints of these colors may be used. Please consult us for recommendations.

Consider pink the primary accent color.

Tertiary colors are alternative accent colors if pink is already used or cannot be used.

CHALLENGE

- Teradici's rapid growth led to inconsistent use of visual identity across internal and external communications.

SOLUTIONS

- Developed comprehensive brand guidelines to ensure consistency across all visual and marketing materials, creating a full suite of templates for both print and digital assets, including brochures, advertisements, trade show materials, email campaigns, and social media graphics.

- Built a centralized design library for employees to access approved branding resources.

RESULTS

- Strengthened brand consistency, creating a unified company image across all touchpoints.

- Provided teams with the tools to produce high-quality, on-brand materials efficiently across all platforms and applications, streamlining production processes while maintaining a cohesive brand identity.

Corporate Website and Partner Portal Development
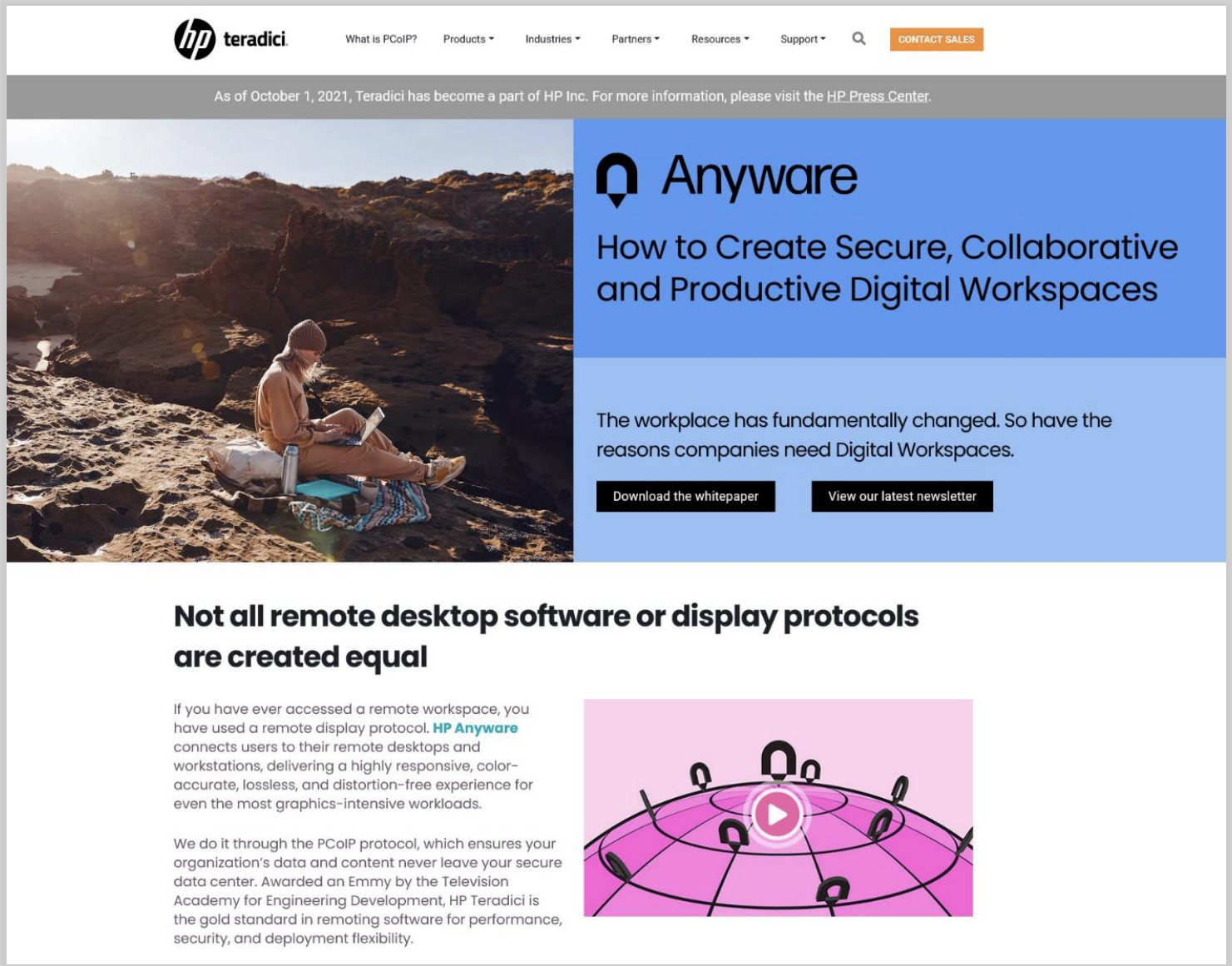
CHALLENGE

- The corporate website and partner portals needed to be optimized for user experience, performance, and branding alignment.

SOLUTIONS

- Redesigned the corporate website and partner portals using **Sitefinity** and **Salesforce**, focusing on improving speed, intuitive navigation, and visual appeal to create a seamless user experience.

- Integrated **SEO best practices**, including optimized metadata, keyword-rich content, and improved site structure, to enhance discoverability and boost search rankings.

RESULTS

- Achieved a measurable increase in website traffic and deeper engagement with partner portals.

- Reduced bounce rates significantly while improving lead generation through a more streamlined, user-friendly design.

- Strengthened the alignment of digital platforms with the corporate brand, reinforcing trust and credibility among users.

Knowledge Center and Forum Implementation
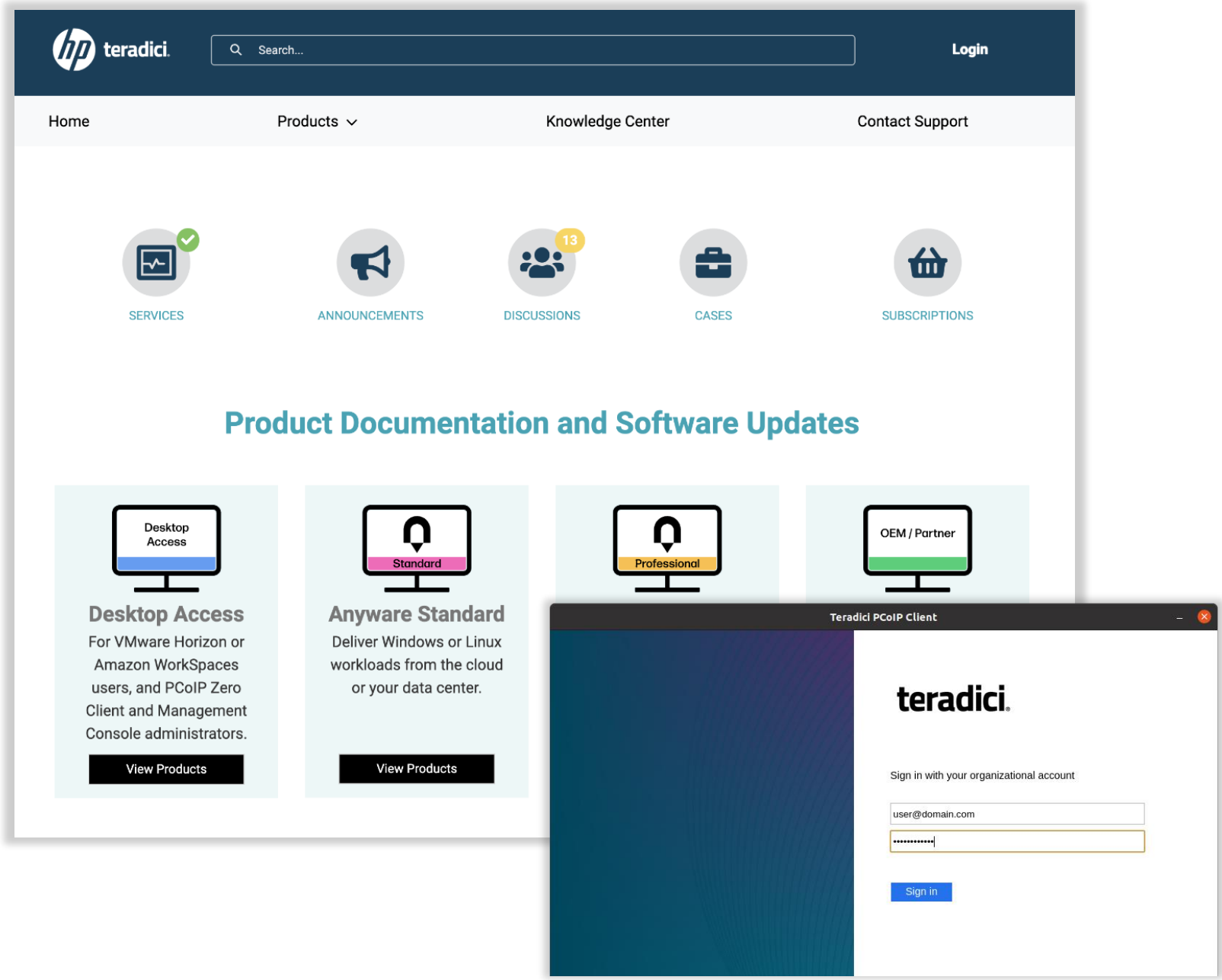
CHALLENGE

- High customer support ticket volume strained resources and impacted customer satisfaction

SOLUTIONS

- Designed and launched a knowledge center and community forum to centralize resources for addressing common customer pain points and encouraging peer-to-peer support.

- Developed user-friendly guides and FAQs to empower customers with self-service solutions.

- Implemented intuitive navigation and search functionality to help users locate information easily.

RESULTS

- Reduced customer support ticket volume by 30%, enabling the team to prioritize complex inquiries.

- Improved customer satisfaction and loyalty through quick, self-service options and a sense of community.

- Enhanced operational efficiency by streamlining support processes and reducing resolution times.