



CASE STUDY

NYE LUBRICANTS



CLIENT

Nye Lubricants, Fairhaven, MA

Nye Lubricants began life selling lubricating oil to the great whaling ships of the mid-19th century. Today, the company formulates and markets synthetic lubricants to a burgeoning array of customers worldwide. Nye's products are hard at work in the most challenging applications within virtually every industry including automotive, aerospace, medical and electric energy.

PROJECT

Assist Nye management in telling its story clearly, consistently and compellingly to all, regardless of venue, regardless of speaker.

CHALLENGE

The urgent need to launch a bevy of web and online marketing initiatives in alignment with the company's strategic growth plans.

SOLUTION

We deployed our [Rapid Brand Strategy](#) to work for Nye to bring greater clarity to the brand and create greater distinction and singular positioning within existing and emerging industry sectors.

RESULTS

Equipped with new core statements, corporate tagline and a website commensurate with its goals, Nye is positioned more confidently within its markets.



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WEBSITE

The screenshot displays the Nye Lubricants website interface. At the top, there is a navigation menu with links for Company, Products, Services, Quality, Datasheets & SDS, News & Events, and Contact. A search bar is located in the top right corner. The main banner features a high-quality image of a silver sports car with the text: "A DECADES-LONG TRACK RECORD IN HIGH-QUALITY AUTOMOTIVE LUBRICANTS" and a "Learn More" button. Below the banner, a key message states: "Nye Lubricants is in business to redefine superior product performance, leveraging its technology, experience and core competencies in high-quality synthetic lubricants to its customers' enduring benefit." The website is organized into several content blocks:

- CONSULTATIVE DESIGN:** Includes a "Learn More" button and an image of a woman interacting with a molecular model.
- Datashheets & SDS:** A search form for technical and safety documents, including fields for "Search Nye Product" (with a sub-field for "Enter Product Number"), "Country" (set to "United States"), and "Document Type" (set to "All documents").
- Upcoming Events:** Lists "SemiconWest 2015" (July 14-16, San Francisco, CA) and "Sci-Tech Exhibition" (September 17, Cheshire, UK), each with a "More Info" button.
- Latest news:** Features two news items: "Come visit our booth at MD&M East June 8, 2015" and "We are now ISO 13485 Certified! May 28, 2015", both with "Read More" buttons.



STRATEGIC COMMUNICATION

Good Thinking LITOSSC.COM

CASE STUDY

BRANDED
SERVICE





CASE STUDY

Graphic Standards & Guidelines

Since 1844
Nye Lubricants
TECHNOLOGY IN MOTION™

VERSION 1: MARCH 2015

Since 1844
Nye Lubricants
TECHNOLOGY IN MOTION™

(PRIMARY horizontal format)

Since 1844
Nye
TECHNOLOGY IN MOTION™

(ALTERNATE vertical format)

horizontal format logo/tag is the PRIMARY or preferred
The ALTERNATE vertical format should be used
only when necessitated by space or shape limitations.

The Master Title Goes Here

The Master Title Goes Here

The Master Title Goes Here

The Master Title Goes Here

The Master Title Goes Here

The Master Title Goes Here

Aerospace

Clean Room

Power & Utility

exceptions to displaying the full identity when space is limited exist:

on small items such as pens, golf balls and other items, it is acceptable to omit "Lubricants", "Since 1844" and "Technology in Motion"

In certain instances, it is also acceptable to omit the gold swoosh as these examples show.

When the alternate vertical format is available, it can be used to communicate the identity on the website.



NYE LUBRICANTS GRAPHIC STANDARDS & GUIDELINES 4 CORPORATE LOGO AND TAGLINE

Corporate Overview PPT Template

Medical Technologies

NYE LUBRICANTS GRAPHIC STANDARDS & GUIDELINES 9 IDENTITY: POWERPOINT TEMPLATE

NYE LUBRICANTS GRAPHIC STANDARDS & GUIDELINES 10 BRANDED PROMOTIONAL ITEMS

GRAPHIC STANDARDS & GUIDELINES