

## Thorndale Construction Services, Inc. Rebranding and Website Development

### THE SITUATION:

Thorndale Construction Services asked Zeller Marketing to refresh its branding and website to better focus on its capabilities and strong working relationships with national, regional and local clients. The marketing message centered around the customer benefits of partnering with Thorndale to achieve their construction goals.

### OUR SOLUTION:

The company logo received a contemporary update, and the website was redesigned with an emphasis on expertise, innovation and reliability. The new website is visually strong with bold type treatments, eye-catching graphics and animated elements to engage visitors. Downloadable case studies explain in depth how Thorndale’s attention to detail and commitment to quality helps to build long-standing relationships with customers.

### THE RESULT:

Zeller helped refresh the Thorndale brand with a bold new look and a compelling website that showcases Thorndale’s work, expertise and ability to deliver a quality product on time and on budget.

