

## HANSON rebrands M.A.B. Premium line

One of the most successful, independent paint manufacturers, M.A.B., called upon Hanson Associates to re-brand its Sea Shore line of premium paints. The key marketing and creative objectives included: creating on-can premium brand messaging, evolving the design to better reflect the premium brand status, promoting the product as "Industry Best" and differentiating between other M.A.B. paint products.

Hanson selected a platinum metallic background color that instantly identifies it as a premium product. An "Industry Best" icon was created to reinforce its premium brand positioning. A robust but elegant typeface was created to elevate the brand signature. The rich color grid is easy to read but doesn't detract from the important premium brand messaging.

*"Hanson clearly understands how to effectively reposition and communicate the brand's message through creative and effective design. Our Sea Shore re-branding project included packaging design, point-of-purchase and brochure development. Hanson met all of the objectives associated with Sea Shore, a premium brand with over 40-years of proven performance in the marketplace."*

- Tim Bruder, Vice President Marketing



BEFORE

