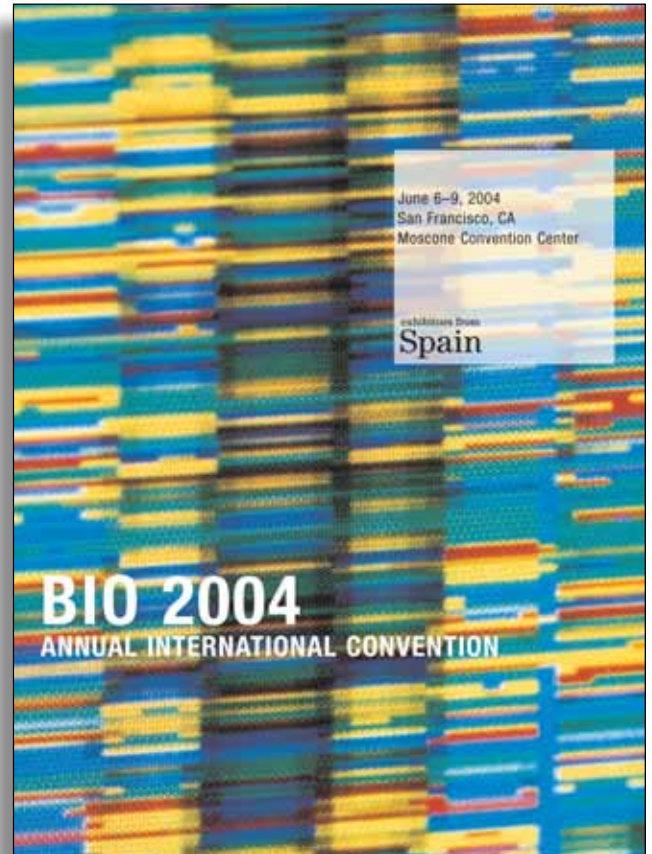


upshift

# U.S. companies say 'hola' to Spanish business leaders in biotech, wind power and manufacturing.



## challenge

The Trade Commission is a Spanish government agency dedicated to promoting Spanish industry and manufacturers to U.S. companies.

The challenge was to improve the look of all communications so they appeared more professional, unified and contemporary.

A secondary challenge was to give each trade show or presentation a unique take on the main brand identity to fit the theme of the show.

## solution

For about 10 years, we served as the Trade Commission of Spain's agency of record for North American trade show and event design. In this capacity, UpShift unified and energized all trade show communications to reach U.S. business leaders and catch the attention of trade show attendees.

Through consistency, dedication and refined graphic standards, we elevated the Trade Commission's communications from bland and straight-forward to elegant and savvy.

## results

The result has been renewed interest and positive feedback from show-goers, U.S. executives and Spanish industry leaders. Through our efforts, Spanish companies are conducting more business than ever with U.S. affiliates.

Our work for the Trade Commission has been awarded by:

- The Society of Typographic Arts
- The Great Design Show

### industry

- non-profit organization

### deliverables

- brand identity
- signage
- web site design
- event graphics
- trade show promotions
- direct mail marketing
- eCommunications