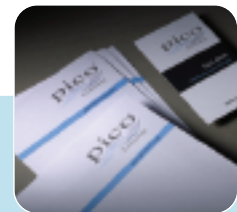


2g



Pico Technology

Pico manufacture and sell PC based oscilloscopes and data acquisition systems to the test and measurement industry. With an extensive global network of distributors Pico are now a leading supplier of oscilloscopes. Pico has always been recognised for providing innovative, cost-effective alternatives to traditional test equipment and data acquisition products making high quality instrumentation affordable. Pico identified the need to update their brand and bring some cohesion to their marketing. Following the creation of a new corporate identity we produced stationery, datasheets, advertising and exhibition graphics

- branding
- datasheets
- stationery
- advertising
- exhibition graphics

"2g were among a number of agencies we invited to pitch and, although they were not one of the larger ones we considered, we have been very impressed with their attentiveness and the speed of turnaround of work.

Our brief was to create a brand which represented our industry - oscilloscopes and measuring devices - under which we could unify all the disparate designs of our existing materials. We were looking for an agency who would help us to project a more professional image to match the growth and success of the company; one that would take us into the future and with whom we could develop a long-term relationship.

2g's grasp of the brief, their knowledge of the audience - technical and mostly male - and their ability to build a brand appropriate to that audience has been faultless."

**Alan Tong, Managing Director,
Pico Technology**