

Elevating Brand Consistency and Sales Enablement for Cambridge Technologies



Cambridge Technologies is a veterinary biologics company specializing in custom autogenous vaccines and diagnostic solutions for livestock producers and veterinarians across the United States.



CHALLENGE

Cambridge Technologies was experiencing a disconnect between the quality of their scientific work and the materials used to present it.

- 1 Inconsistent branding across collateral.
- 2 Outdated or mismatched sales flyers and technical data sheets.
- 3 Sales team lacked professional, on-brand tools to support outreach and customer education.
- 4 Tradeshow presence didn't reflect the company's innovation or professionalism.

OPPORTUNITY

50 Marketing saw an opportunity to align their marketing materials with the credibility of their products and services.

- 1 Create a unified brand identity across all touchpoints.
- 2 Design high-quality, impactful assets for sales and tradeshows.
- 3 Strengthen brand recognition and trust in the marketplace.
- 4 Empower the sales team with clear, visually compelling support tools.

Elevating the Brand Experience

Recognizing the need to elevate their visual identity and enhance how their solutions were communicated, Cambridge Technologies set out to create a more cohesive and compelling brand experience.

SOLUTION

A full branding and sales enablement refresh was implemented.

- 1 Redesigned flyers and brochures with consistent visual identity and messaging.
- 2 Developed clear, organized technical data sheets with brand-aligned formatting.
- 3 Created tradeshow materials that reinforced expertise and visual impact.
- 4 Established branding standards to ensure consistency across future content.



RESULTS

-  **Improved brand cohesion** across all sales and marketing channels.
-  **Empowered sales team** with professional and easy-to-use resources.
-  **Stronger tradeshow presence**, leading to better engagement and lead generation.
-  **Enhanced credibility**, reinforcing Cambridge's role as an industry leader in animal health solutions.

