



ptc

accounting  
& finance inc.

people that count



## Case Study

### Visual Identity & System Design

Client

PTC Accounting & Finance Inc.

#### Target

Founded in 1992 as Part-time Controllers, PTC Accounting & Finance needed to realign their brand image with their new corporate values. The goal was to strengthen PTC's position within a more competitive marketplace, emphasizing the quality of their financial professionals as well as their personalized approach to staffing.

#### Tactic

Oxygen orchestrated a complete identity makeover for PTC. To communicate the company's central belief that their people truly make the difference, our team redefined PTC with the tagline "People That Count." Oxygen designed and implemented a colourful visual-identity system to symbolize growth and individuality, uniting the company behind a core set of values. A handbook to implement the new identity specified guidelines for a variety of branding applications.

#### Result

Oxygen's engaging new visual identity fortified PTC's position and reenergized their company culture. The fresh look and witty tagline set a distinct tone within the marketplace and reinvigorated the company from top to bottom.

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