



Helping You Build
Your Business

Empowering You To
Manage & Grow

Case Study

Let's Go Italian, a new start up business based in Lossiemouth in Scotland offer a wide range of Authentic Italian Foods on-line and via home party activities.

Prior to the launch of the business, earlier this year, Let's Go Italian was still without a corporate identity including a company name and logo. With a limited budget and an even tighter deadline they needed to find a company that would be able to come up with the creative answers quickly and at the right price. They chose Integrissolutions.

Integrissolutions created a long list of possible trading names to choose from all of which related closely to the product range to be offered and very soon "Let's Go Italian" was born.

Once the name was settled a number of logo and corporate image designs were drafted for approval and an early design incorporating the Roman Coliseum was favoured. This was then fine tuned into the logo that gained final approval for the company launch.

"Low cost and meeting our timescale requirements were the most important factors when deciding upon a suitable provider" commented Catherine Forward, Co-Owner of the business, "We are happy with our name and logo and the time it took to reach these objectives. We now have a usable name and a strong Brand Identity."

"The ability of Integrissolutions to understand our requirements and to articulate possible solutions was very good and they provided excellent value for money. Their general standards of communication and administration are very good too and their ability to deliver proposed products and services to specification and on time is excellent."

"Our visual is very strong and adaptable, we are very happy with its versatility. For example, it transferred well into an embroidered image for our company clothing and looks great on our carrier bags too".

Let's Go Italian has subsequently gone from strength to strength enjoying rapid growth and a high profile in its marketplace.

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