



## Case Study

### Client:

Sterling Metals

### Project:

Company rebrand and website

### Description:

First Chance Design completed a full brand and web strategy based project for Sterling Metals, a client in the investment and mining industry. Our inspiration when we developed the colour palette for the brand were earth and mineral based tones mixed with metal. We then delivered a business system and website which included a content management system to help the team deliver news to the website on a weekly basis. The logo discretely includes their stock symbol ticker sign, SAG, which can be spotted when you look carefully at the way the first “S” and the “G” connects with the triangle in the middle.

### Project Turnaround Time:

- 21 Days from delivery of project deposit (50% of the quote)

### Deliverables:

- Logo, business card, branded PowerPoint template, MS word letter head, and website

### Extra Costs:

- Hosting (wordpress) and domain, further revisions, stock photography, and website theme

### Strategy and Approach:

#### Discovery call

#### Phase 1 - concept development:

- Create three concept for logo mark
- Client selection for logo selection and brand style
- Website content delivery
- Website theme selection and strategy

#### Phase 2 - revisions:

- Finalization of business system templates, and assets with client
- Presentation and approval of website mock-ups

#### Phase 3 - production and testing:

- Creating final files for logos, and business system
- Developing and testing for website

#### Delivery

- Client receives files for logos, business system, and website credentials
- Final payment

#### Client debrief



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