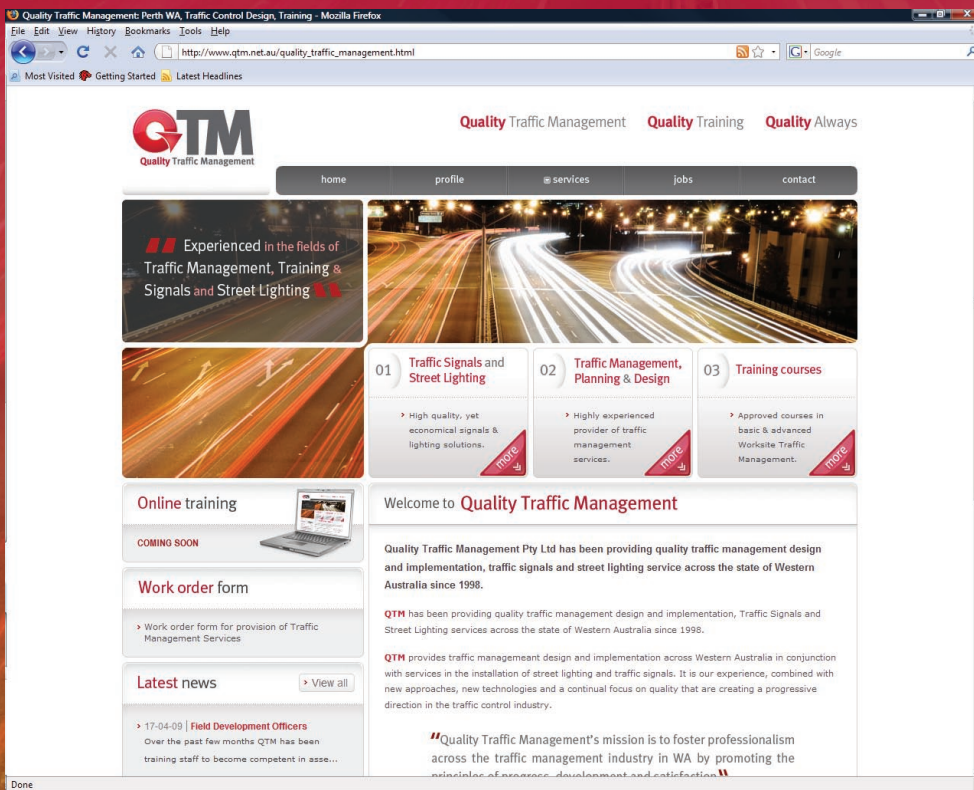


case study

## Quality Traffic Management





## “ We know that with Indepth we can continue to stand out in our industry”

Quality Traffic Management’s principles of progress, development and satisfaction are at the forefront of QTM’s branding and marketing strategy, thanks to the quality work of Indepth Creative.

A recent brand development saw Indepth Creative provide the following services for Quality Traffic Management:

- Branding analysis
- Graphic Design services:
  - logo design
  - business cards
  - stationery suite
- Vehicle detailing
- Signage
- Website design
- Content Management System
- Creative writing for website content

Quality Traffic Management teamed up with Indepth Creative to implement a whole new look. We started their new branding with a quality logo design, and used this as a basis to create a new set of stationery and complimentary business cards, all of which highlight the new direction QTM are taking.

To further the branding and create awareness for the company, we also created attractive vehicle detailing. Designing company vehicles with a quality design and logo is a great way to attract atten-

tion and promote awareness of the brand; coupled with quality signage also designed by Indepth, the QTM brand is now receiving maximum exposure around the streets of Perth.

Indepth Creative has also produced a new look website for Quality Traffic Management. The website features an extensive array of new information regarding QTM’s practices with particular focus on their training department. With a latest news function allowing visitors to see what’s new from the home page, the site is easy to navigate and presents all of QTM’s information in a concise format. Other new features to the website include downloadable brochures, forms and information packs.

Says QTM’s Quality & Human Resources Manager, “Indepth have managed to revitalize not only our brand but also our people by providing us with a more professional look. We have also received a very positive response from our clients for the new website, marketing tools and look which Indepth have created and we know that with Indepth we can continue to stand out in our industry.”

Quality Traffic Management provides traffic management design and implementation across Western Australia in conjunction with services in the installation of street lighting and traffic signals.