



HALL INC. A SEAMLESS SUCCESS

**Re-establishing
a respected brand**

Eric Hall and Phil Garland opened the doors to Hall Spars & Rigging on June 9, 1980, in Bristol, Rhode Island. In 1992, Hall became the first spar maker to use an aerospace-quality autoclave in the curing of carbon parts under its own roof. By 1994, Hall was building the tallest, seamless carbon spars available on the market. In 2005, the proliferation of carbon spar manufacturers in the industry led to increased competition and competitor knockoffs. This provided the impetus and the opportunity to re-establish a twenty five year old brand, fortifying its innovative manufacturing process with a strong visual identity—re-invigorating employees, brand ambassadors, and customers.

**Telling the
seamless story**

Working with marketing executives at Hall, I helped create a fresh look and feel around a single idea, "Seamless Spars. Proven Performance."— providing a powerful platform for the company to refocus around the benefit of its innovative process and core products. Under this banner, I produced a variety of visual communications including advertising, website, brochures, sell sheets, direct mail, and trade show exhibits.

