



# OXYSENSE® KNOWING WHAT'S INSIDE

## The inside story

OxySense® is the leading developer and manufacturer of noninvasive oxygen measurement systems and permeation testing solutions for packers and processors worldwide. Initially a resource for research scientists in the Food and Beverage industry, the company expanded its product offering to reach a wider range of industries including the Pharmaceutical and Biomedical sectors. Following this strategic shift, OxySense began to reexamine the visual representation of the company. The challenge? Communicate the value of their proprietary, noninvasive technology—measuring oxygen levels within sealed packages, simply, in real time, from outside the package, without breaking the seal.

## A smart identity system

Building upon the equity in the company name, I created a new graphic identity system for OxySense, articulating the core concept of oxygen measurement within sealed packages. The identity leverages the strength of a dynamic, smart logotype, simple color palette, and tag line, "Know what's inside." The combination of elements provided an intelligent system that was successfully deployed across marketing collateral, signage, website, guidelines, trade show booth, and corporate imagery.

## Measurable results

Armed with a new identity system, OxySense has successfully expanded its markets in the Pharmaceutical and Biomedical sectors as well as the Food and Beverage industry. From small beginnings, the company's clients now include Glaxo Smith Kline, Coke, Kraft Foods, Pepsi, and Nestle.

