



SYBERWORKS

Case Study 2007

BRAND IDENTITY

When I started with SyberWorks in 2004, I was hired to primarily to re-design their website. After reviewing the state of their brand identity system, I decided it would be best to do an overhaul, using

some components of the existing brand, but bringing it up to date. The response has been tremendous. Our office is located on the first floor of an office building. When everyone walks into the

lobby, the first thing they see is our logo and they want to know more about who we are and what we do.



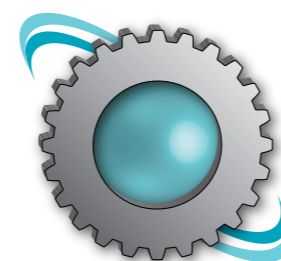
SyberWorks

Original logo design. I believe this piece was done by hand, scanned in and then other features were added to it in Photoshop. This logo appeared on some printed pieces but not on the existing website.



SyberWorks

Another version of the original logo. Notice the rough edges on the gears, which have been affectionately termed 'nurbs'.




SyberWorks[®]

Learn Anytime, Any Place

New Logo Design. My take on the logo was to give a metallic look to the gear and add more realism to the orb in the center of the gears. The swashes were more accurately drawn. The addition of the tagline into the logo introduced Franklin Gothic Medium as a font face for SyberWorks, which is used in all of its collateral now.

BRAND IDENTITY



SyberWorks®
Learn Anytime, Any Place

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Once the logo was approved, it was then applied to collateral pieces including business cards, letterhead, templates for MS-Word, and other pieces.




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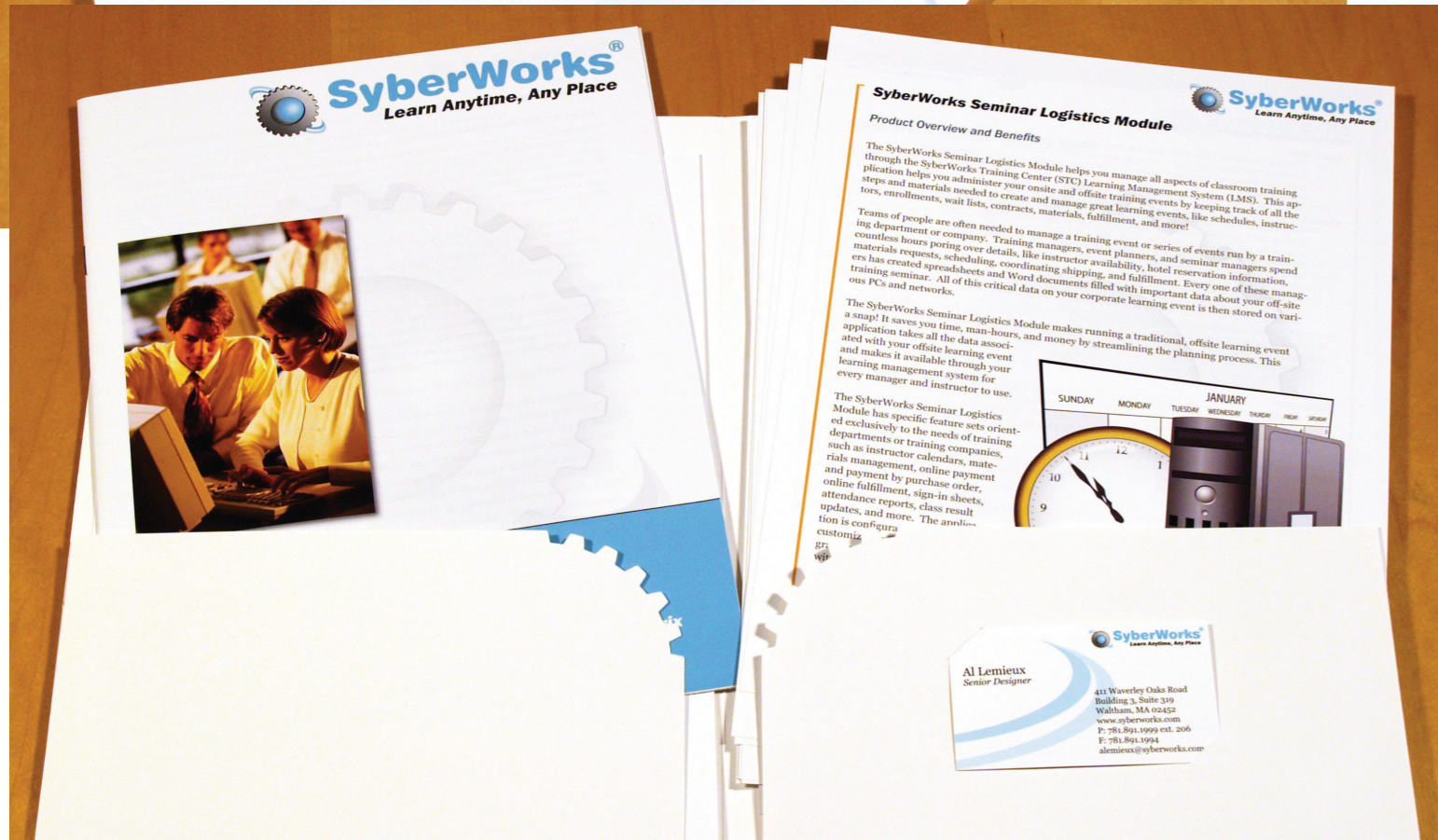
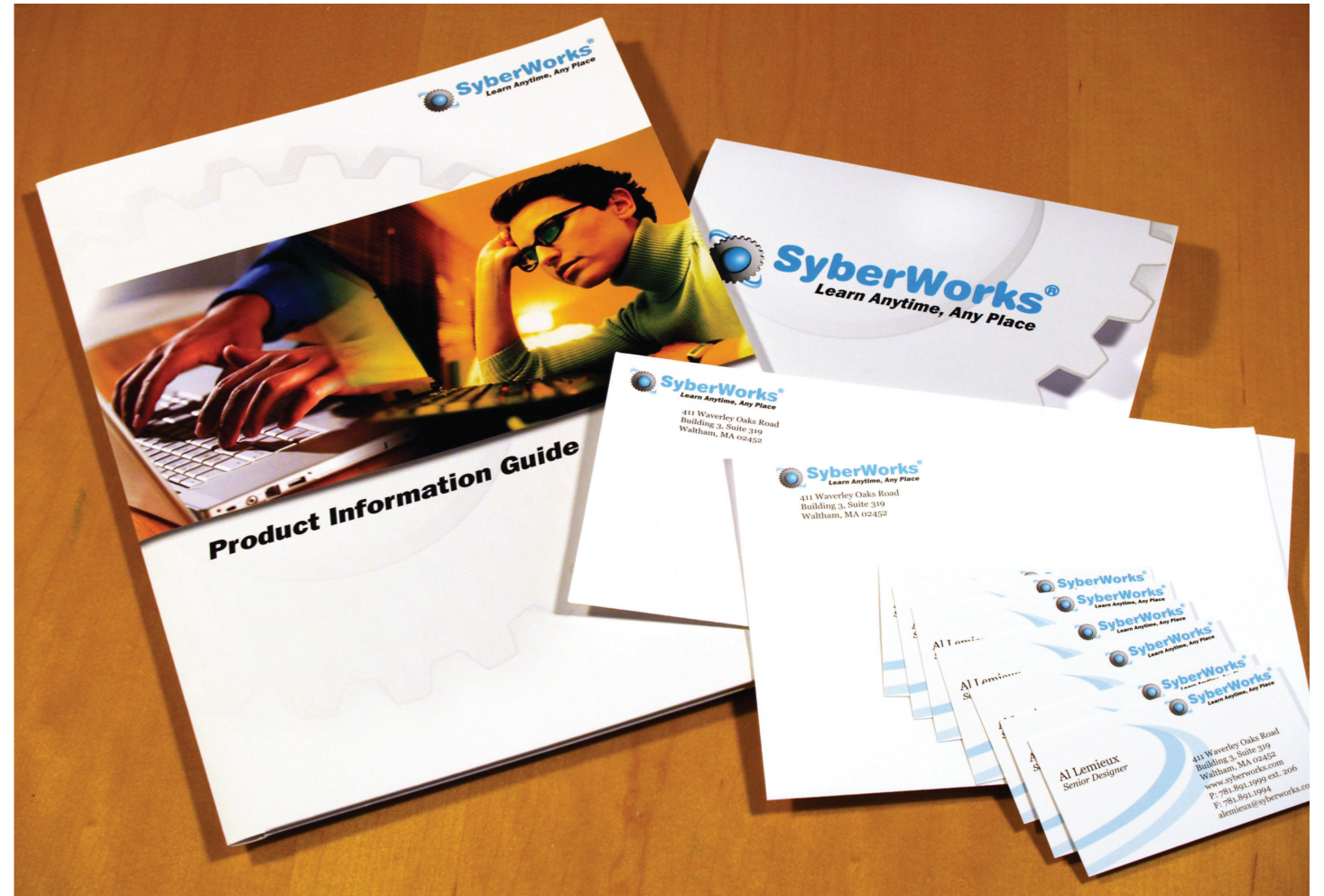
GSA Schedule

411 Waverley Oaks Road
Building 3, Suite 319
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www.syberworks.com
1-888-642-7078



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Art for a circular mouse pad.



Printed collateral pieces including the media kit, thank you card, envelopes, and business cards.

PACKAGING



SyberWorks is an enterprise software developer. When a client purchases the software, it doesn't come packaged in any particular way. There are two main products, the Training Center and the Web Author. For the website and media kit, I thought it might be cool to create some three-dimensional packaging for the products to give them an identity.

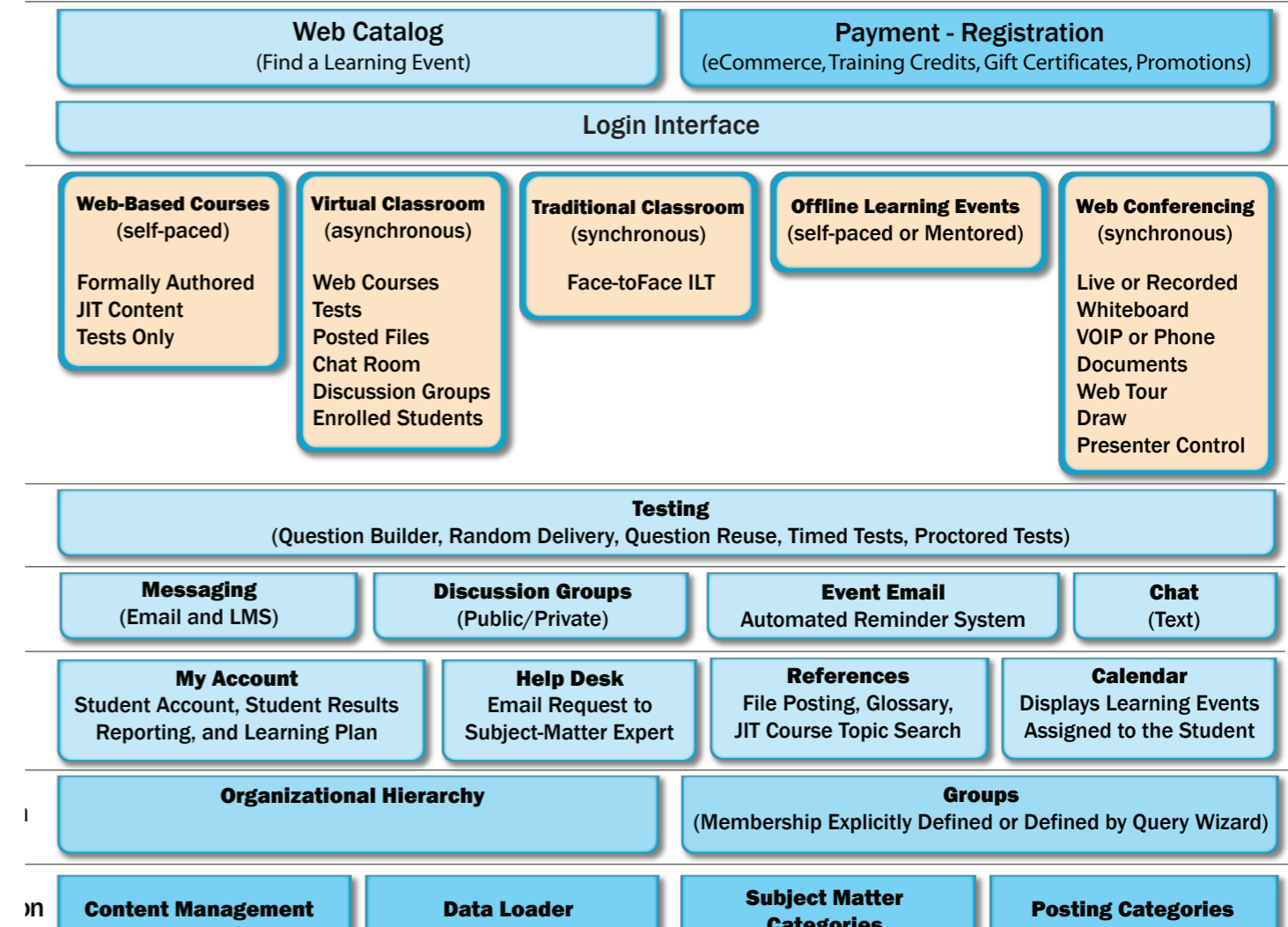
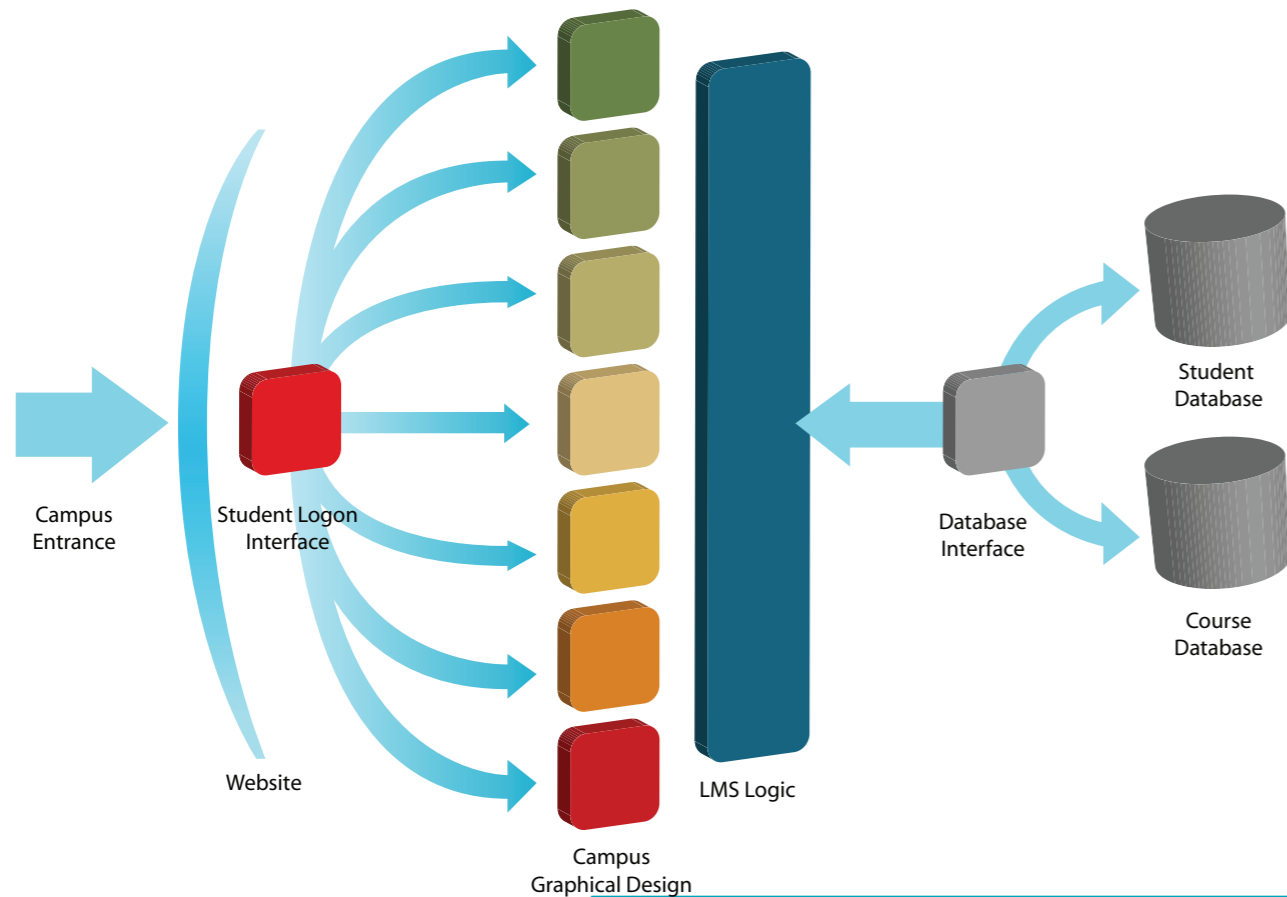
All of the product manuals have a similar treatment and all of the CD's we deliver have the treatment seen here also. The aim is to create a cohesive identity across all mediums.

PRESENTATION



SyberWorks sales team uses PowerPoint to deliver their sales pitch. They didn't have a template or a unified graphical look for their presentations and each sales person was creating their own slides.

Here, I've used part of the logo as a backdrop for the slides. Below is an example of the graphical look applied to conceptual graphics done in Illustrator.

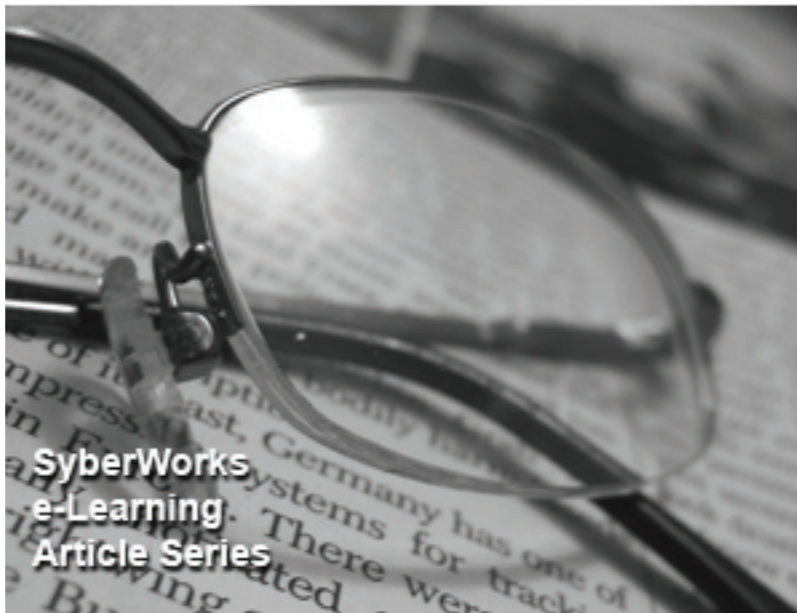


Another example of the graphical look applied to presentation graphics. The evolving color scheme is derived from the logo.

EMAIL/PODCAST/BLOG

SyberWorks has a series of marketing tools, including blogs, press releases, and podcasts. With each press release, bulk emails get sent out to prospective clients and customers. Each email newsletter has a feature graphic that is related to the content. On the left is an example for the article series and on the right is an example from the podcast series.

Below are icons developed for the podcast and transcripts. The podcasts are recorded and edited with Bias Peak Pro. GarageBand is sometimes used to add bumper sounds and music and the final audio is added to RSS feeds that left user's get notified via iTunes.



e-Learning Jackknife

SyberWorks Learning Management System has all the tools you need to deliver your online learning content.

To find out more about the SyberWorks Learning Management System and be on the cutting edge of e-Learning, contact Bob Goldschneider at 781-891-1999 or send an email to info@syberworks.com.

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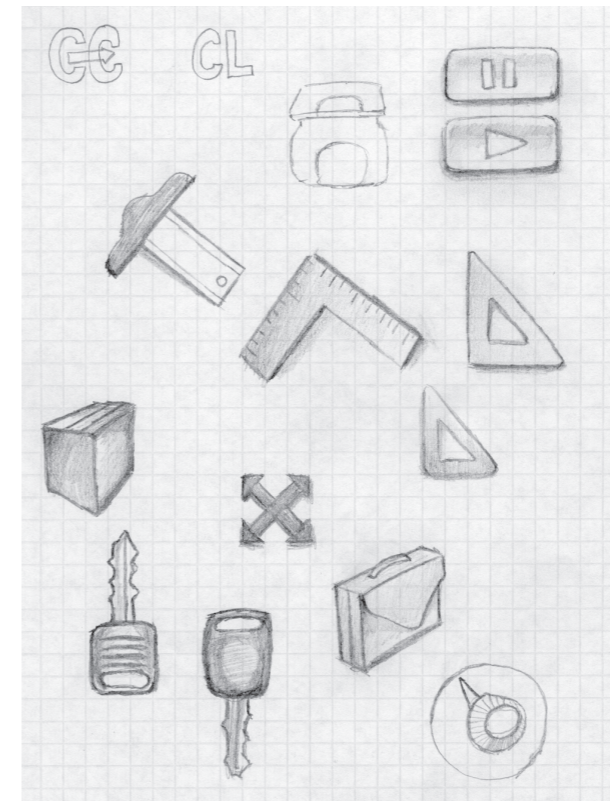
Quarter page ad and campaign for trade magazine. The concept is that SyberWorks offers a variety of solutions in a single package for e-Learning implementation.

ICONS



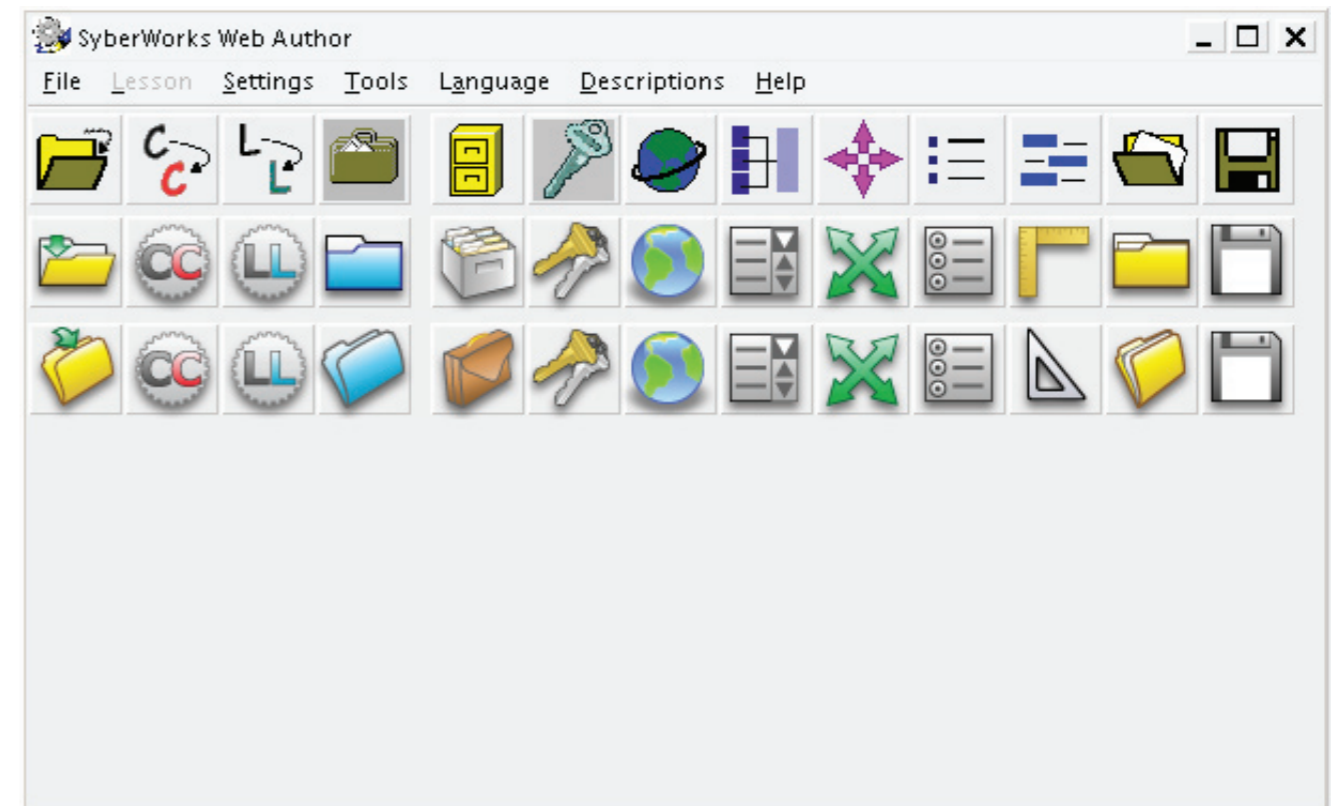
Campus common graphics are a set of standard graphics that customers and prospects would get with their branded campus. The icons on the left are the original icons and the one's on the right are the updated icons.

Adobe Illustrator and Photoshop were used in each case to add dimension and a touch of realism.



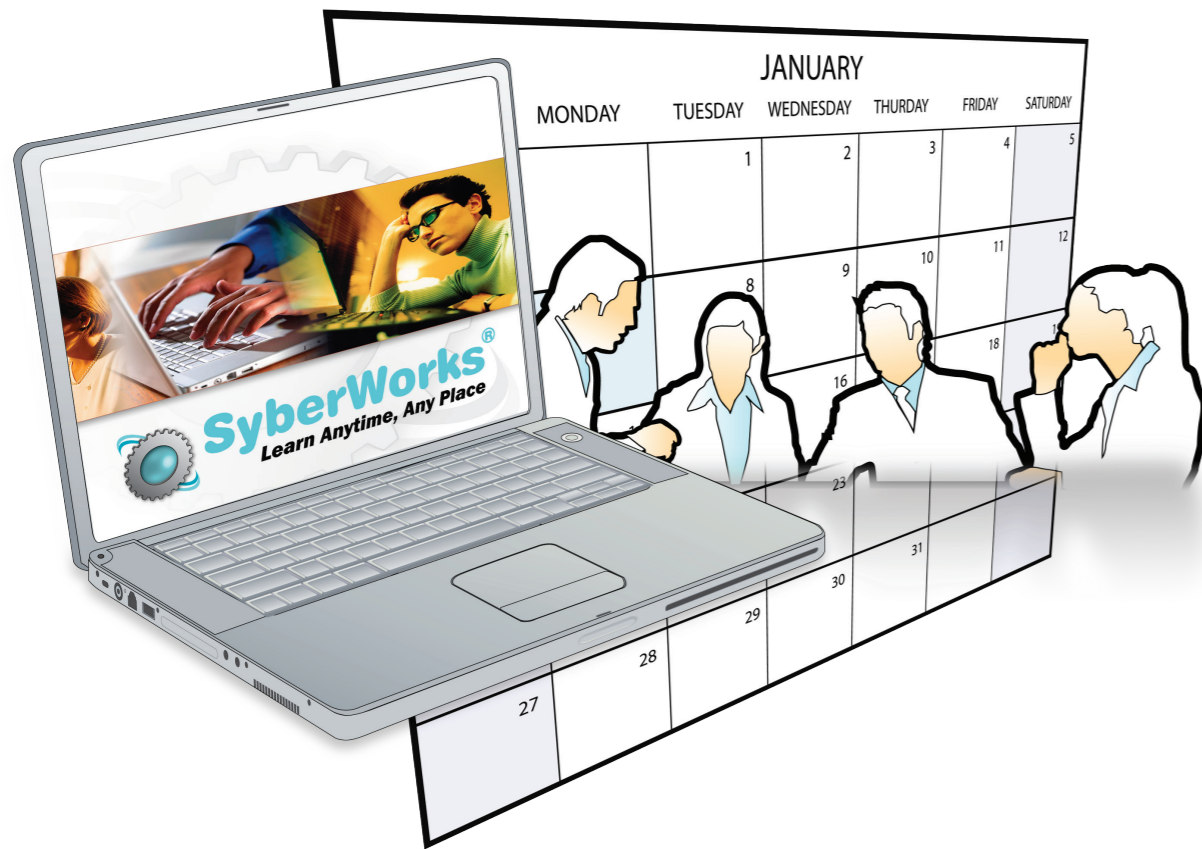
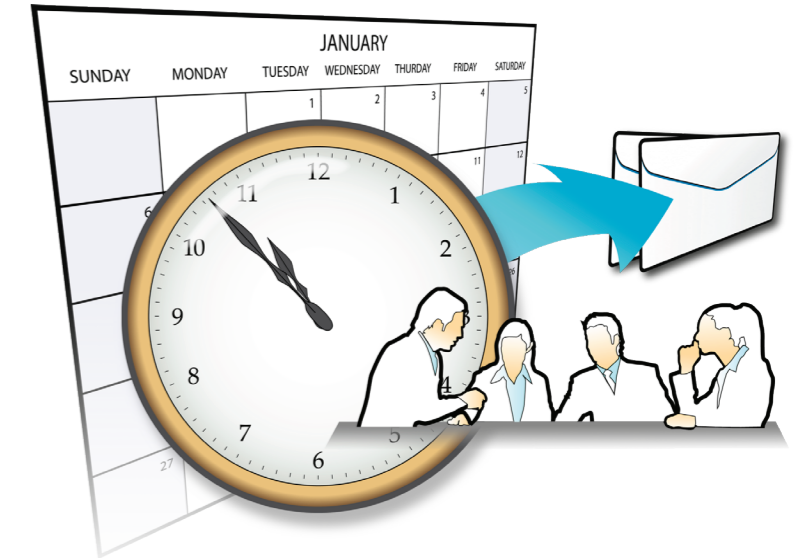
One of the main pieces of software that SyberWorks produces is the SyberWorks Web Author tool. This Windows application converts Microsoft Word documents into SCORM or AICC compliant e-learning courses.

The application icons were based on Windows 95 style icons, as can be seen in the top row in the bottom image. The icons I developed started off in sketch form (left) and using Illustrator and Photoshop, were given a facelift and modernized.



WEBSITE

These graphics appear on the product pages on the SyberWorks website. Each of these images, created in Illustrator and embellished in Photoshop, represent concepts related to each of the products, such as mobile learning (below), web conferencing (right), schedule simulator (opposite, top), and survey tool (opposite, bottom).



WEBSITE

SyberWorks® Learn Anytime...Anyplace.

Home Overview Products Courses Services Benefits Free Trial About Us

Home

View SyberWorks Movie
Partnership Program
SyberWorks Training Center
SyberWorks Author
SyberWorks Audio
SyberWorks Survey
e-Learning Resources

A Training Company That Does It All

Since 1995, SyberWorks has been providing organizations with **total solutions** to achieve their learning management, training, and career development goals. From a Web-based LMS that manages all modes of instruction (e-Learning, classroom, and more), to authoring tools for e-Learning, custom course development and hosting, we do it all. At the core of our product offerings is the SyberWorks Training Center, a completely scalable, Web-based Learning Management System (LMS) that offers your organization ways to cost-effectively develop and manage all your training needs.

- ◆ [Web-Based Learning Management System](#)
- ◆ [Web-Based Learning Portal Hosting](#)
- ◆ [Web Author E-Learning Course Development Tool](#)
- ◆ [Virtual Classroom for Blended Learning](#)
- ◆ [Mobile Learning](#)
- ◆ [Seminar Logistics](#)
- ◆ [Custom Courseware Development](#)
- ◆ [Software Simulations with Audio](#)
- ◆ [Just-in-Time Training](#)
- ◆ [Web-based and E-Mail Delivered Surveys](#)
- ◆ [Skills Management](#)
- ◆ [Off-the-Shelf E-Learning Courses](#)
- ◆ [Interactive Communication](#)
- ◆ [Broadcast E-Mails to Market Your Training](#)
- ◆ [Self-Registration and E-Commerce](#)
- ◆ [Web Conferencing and Collaboration](#)
- ◆ [Partnership Program](#)
- ◆ [Personalized Support](#)

The SyberWorks Total Solution Approach

The SyberWorks website was well outdated by the time I arrived. The gaudy graphics and awful code structure, sans-CSS, left much to be desired.

SyberWorks® Learn Anytime, Any Place

Search our site:

Home
LMS Product Suite
Learning Management
Services
Benefits
Partnership Program
Courses
GSA Information
New Product Showcase
About Us
Free Trials

Custom Learning Management System Solutions

SyberWorks has been providing organizations with total solutions to achieve their learning management, training, and career development goals since 1995. At the core of our product offerings is the SyberWorks Training Center, a completely scalable, Web-based Learning Management System (LMS) that offers your organization ways to cost-effectively develop and manage all your training needs.

- [Web-Based Learning Management System](#)
- [Web-Based Learning Management System Hosting](#)
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- [Web Conferencing and Collaboration](#)
- [Partnership Program](#)
- [Personalized e-Learning Program Support](#)

LMS FREE TRIAL

The Boggs e-Learning Chronicle **XML**

New! The Online Training Content Journal **XML**

GSA Contract Holder
FSS Contract GS-35F0735P
FSS Contract GS-02F0277P

508 Bobby APPROVED

W3C XHTML 1.0

The solution includes a hybrid transitional markup solution with CSS styling, updated graphical treatments and Flash content. All of the markup has been validated and made level 1 WCAG accessible.

