



REFRESHING PINE

This past spring with a sense of renewal in their blood, the members of the Printing Industries of New England Marketing committee and its staff set out to improve the overall look and feel of the association's branding and website. Working with a marketing consultant who was knowledgeable of the printing industry and association management, they came up with a game plan to:

- Bring the association's logo and branding to the future to better reflect the organization's current mission
- Update the color palette to something that was more refreshing to the eye and flexible to work with in print and digital formats

OLD LOGO



ENHANCING MEMBER PROFITABILITY

- Return to the roots of the organization with the full "Printing Industries of New England" spelled out for potential members who may not be aware of what the P-I-N-E acronym stands for.
- Refocus messaging to ensure which industries are served by the organization and member benefits and resources were clearly understood
- Add imagery to the website to better represent the

NEW LOGO

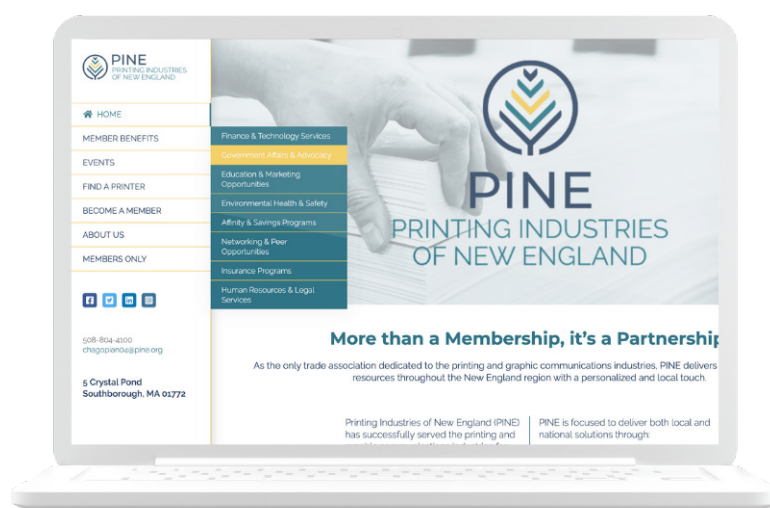


The transformation occurred over the past few months with the first phase of changes to PINE.ORG revealed to guests at the Dine Around event held at PINE's Southborough headquarters on August 11, 2021.

PINE.ORG improvements include:

- Cleaner look and feel
- Improved user-experience
- Condensed and clarified content areas
- Better SEO capabilities
- Elimination of redundant sections and pages

Check it out for yourself and let us know what you think! While you're there, be sure login to update your membership profile so that we can keep in touch with the latest information and events. Look for even more exciting additions and updates to PINE.ORG coming soon including a job board, career information page and more.



Have a suggestion for PINE.org? We'd love to hear from you! Send an email to Christine Hagopian at chagopian04@pine.org.