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## **Milestone Marketing Associates Completes Two Rebranding Projects**

*West Florida Supply, First Presbyterian Church turn to Milestone for new looks*

SARASOTA, Florida (April 30, 2013) – Sarasota-based Milestone Marketing Associates, Inc. recently completed rebranding projects for West Florida Supply and the First Presbyterian Church of Sarasota, the company announced.

“We ended up taking a similar approach to both of these brand redesigns,” says Milestone Marketing Associates president Matthew Anderson. “Both clients had an existing brand identity that they didn’t want to completely abandon, but at the same time, they each recognized that it was time for a fresher, more contemporary look.”

“Our new branding campaign reflects our commitment to honesty, details, the quality of the services we provide and importantly how we interact with our customers,” said Tom Schiessle, Vice President at West Florida Supply. “We could not be more pleased or proud to be taking our marketing in this new direction, underscoring our leadership position in the markets we serve.”

Both West Florida Supply and First Presbyterian specifically requested that their existing logos to be incorporated into their new brand identities in some way. First Presbyterian wanted their new logo to be recognizable to parishioners who are familiar with the brand identity of the Presbyterian Church USA, while West Florida Supply wanted to be sure that the customer relationships they’d spent the last 35 years building wouldn’t disappear along with the old logo.

This is a common request with a built-in challenge, Anderson explains, as designers sometimes feel limited in the scope of creativity they are permitted to bring to the project.

“Fortunately, our design team thrives on challenges,” he said. “They developed a range of options for both clients, with each proposed design addressing the clients’ need for visual and brand continuity in a different way. In the end, both First Presbyterian and West Florida Supply chose new looks that met their brand identity needs. We’re pleased to have had the opportunity to work with them.”

“The launch of our new brand redesigns kicks-off a new era at First Presbyterian Church that speaks to who we are as a congregation and about ongoing tradition of leadership in our community,” said Scott Carter, Communications Committee chair for First Presbyterian.

### **About Milestone Marketing Associates, Inc.**

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email [info@milestone-marketing.com](mailto:info@milestone-marketing.com), or visit [www.milestone-marketing.com](http://www.milestone-marketing.com).

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### **CONTACT**

Victoria Gillum, Public Relations Specialist  
Milestone Marketing Associates, Inc.  
[vgillum@milestone-marketing.com](mailto:vgillum@milestone-marketing.com)  
[www.milestone-marketing.com](http://www.milestone-marketing.com)  
(941) 914-1271 mobile