



Case Study:

**A FRESH LOOK
FOR A TRUSTED
NAME: S&L
LUMBER'S BRAND
TRANSFORMATION**



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A FRESH LOOK FOR A TRUSTED NAME: S&L LUMBER'S BRAND TRANSFORMATION



BACKGROUND:

As a Central Ohio building supplier with more than 75 years in business, S&L Lumber had built a respected reputation across multiple brand entities operating under its umbrella. However, this

structure created confusion both internally and externally, with customers and partners unsure how each brand related to the parent company. S&L recognized the need for a unified identity that would honor its history while presenting a cohesive, modern image.



OBJECTIVE:

S&L Lumber sought to consolidate its various sub-brands under a single, unified name while launching a comprehensive rebrand. The goal was to simplify brand messaging, eliminate

confusion, and strengthen recognition through a consistent visual and strategic direction.



STRATEGY AND IMPLEMENTATION:

S&L Lumber partnered with TriAd Marketing & Media to lead a full-scale rebrand and brand consolidation effort. TriAd began by developing

a cohesive, modern aesthetic that reflected S&L's long history while positioning the company for future growth. The new brand identity was rolled out across all touchpoints, including a complete website redesign to showcase the unified brand and its offerings, updated print materials such as brochures, letterhead, and business collateral, fresh trade show booth designs to reflect the new look and feel, and a strategic public relations campaign announcing the rebrand and brand consolidation.

The PR blitz managed by TriAd included press releases, targeted advertisements, email marketing, and direct mail campaigns, all designed to introduce the new S&L Lumber identity and build excitement around the transition.



Take a closer look at what we do - and how we think.



Marketing



Print



Social



Video



Web

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"TRIAD MADE OUR COMPLEX COMPANY REBRAND SMOOTH AND STRESS FREE. THEY THOUGHT OF EVERY LITTLE DETAIL THAT WOULD NEED TO BE TAKEN CARE OF. FROM MAKING SURE LOGOS WERE UPDATED ON OUR SITE TO AN EVENTUAL WEBSITE OVERHAUL, EVERYTHING WENT SEAMLESSLY.

THE AESTHETIC AND FLOW OF OUR NEW WEBSITE IS VERY APPEALING AND BRINGS A GREAT UPDATED LOOK TO OUR BRAND. WE ARE SO THANKFUL TO HAVE THEIR TEAM HELPING US IMPROVE OUR MARKETING EFFORTS."

Lisa Arnold

Marketing Coordinator, S&L Lumber



RESULTS: TriAd's rebranding efforts unified S&L Lumber's sub-brands under a single identity, strengthening brand awareness and reducing confusion, while establishing a consistent visual and strategic direction. Key Outcomes include:

1.

Seamless consolidation of multiple brand identities under one unified name, creating a clear and consistent presence across all platforms and customer touchpoints.

2.

Increased brand recognition and improved clarity for customers and partners, making the company easier to engage with while reinforcing trust and loyalty.

3.

Modernized aesthetic across digital and print channels, updating the visual style to reflect a contemporary and professional image that appeals to current and future audiences.

4.

Stronger brand foundation for future marketing and growth initiatives, providing a solid framework to support ongoing campaigns, expansion, and strategic opportunities.

CONCLUSION: TriAd Marketing & Media's integrated branding and PR capabilities deliver powerful results. By combining creative design with strategic messaging and a comprehensive public relations campaign, TriAd delivered a unified, modern brand that strengthened S&L Lumber's market position, enhanced customer engagement, and established a clear roadmap for future growth.



**LEARN MORE ABOUT OUR
BRANDING SERVICES**

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TriAd Marketing & Media is a close-knit, multi-disciplined team of unique individuals, all with a powerful passion for creating ideas that inspire for our clients' business. From creative designs that make a real difference, to in-house digital production, all your marketing needs can be met by one team in a cohesive and cost-effective way.

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