

# FGM

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## Re-Casting the Corporate Image



*FGM Media, Inc. re-worked the Hodge Foundry logo for a more versatile and aesthetically balanced design.*



*A brochure was designed to provide new customers with essential information about the foundry.*



*An interactive presentation was created to showcase Hodge Foundry's unique services by marketplace.*



*The Website was redesigned to incorporate Hodge Foundry's new logo & image in the marketplace.*



*FGM Media Inc. helps make Hodge Foundry Inc. even stronger for the next century.*

### Challenge

Hodge Foundry, Inc., a full service foundry specializing in engineered gray and ductile iron castings ranging in size from 3,000 to in excess of 200,000 pounds, needed a completely new look to celebrate their 130th Anniversary year in business. The goal was to create a visually striking collection of promotional materials, ranging from digital media to print advertising, representing Hodge Foundry's unique position in the industry.

### Solution

FGM Media, Inc. created a cohesive trade positioning for Hodge Foundry based on the conceptually relevant imagery of power, size and energy. Advertisements were designed for use in trade magazines and the original Hodge Foundry logo was reworked to be more versatile and aesthetically balanced. A tradeshow booth was created with large-scale signage and an interactive display. In addition, a brochure was designed describing the company - with interchangeable flyer inserts highlighting specific markets.

*"FGM Media Inc. helped us get the attention of our marketplace by energizing our image."*

*— Joe Simko  
President*