



CUSTOMERS ARE DRAWN TO GREAT SERVICE AND PRACTICALITY HIGHLIGHTED BY THE WEBSITE. BUYING FLOORING BECOMES A WALK IN THE PARK WITH SIMPLE NAVIGATION TOOLS.

#### CHALLENGE

NCF Floors, a prominent flooring design and installation provider in the Washington, DC area, attaches great importance to high quality service. To promote its expertise, NCF turned to Unison for the development of a brand identity and website.

#### SOLUTION

Unison recognized the necessity of representing NCF's dedication to aesthetics and the practical needs of its clients. The new logo devised by Unison is a simple circle and a green palette that suggests both elegance and modernity. Unison launched an eye-catching, straight-forward website, [ncffloors.com](http://www.ncffloors.com), to improve NCF's capacity to engage clients. Unison also conceived a tagline, 'Floors for Life, Work, Play.' Since 1986, concisely highlighting the breadth of NCF's capabilities. Unison also implemented an extranet system customized for the flooring industry. NCF's clients, large-scale general contractors, can



access the extranet to track the progress of a project. The extranet provides up to date information and project documentation in one centralized database.

## RESULT

With the contribution of Unisons skills, NCFs new brand and website accentuates the value of solid, attractive flooring as an integral part of the homebuilding experience. NCF has experienced an increased flow of visitors to its website. In addition, marketing managers can easily update the website as new projects are completed.

## ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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