

A 20 Lemons Case Study:
The New Gina Marie Website



At a Glance

COMPANY NAME

Gina Marie Refrigeration Equipment & Doors

BASE OF OPERATIONS

New York

WEBSITE

www.ginamariedoors.com

INDUSTRY

Cold Storage and Repair

KEY CHALLENGES

- Managing installs and service for five large supermarket chains, a multitude of 7-Eleven stores, and many independent facilities across NY, NJ, PA, and DE.
- Servicing longtime clients while prospecting for more work outside their home state of NY
- Updating Gina Marie branding while staying true to customers who have been using Gina Marie's services for decades
- Continuing to update Gina Marie's offerings to include the most contemporary products from cold storage manufacturers and distributors

IMPLEMENTATION HIGHLIGHTS

- Dan Rizzo arrives at 20 Lemons with an 8-year-old website and an even older logo
- The Gina Marie logo receives more depth, bolder, brighter colors, and an overall more modern feel
- Longtime customers soon recognize it as a branding update, while new customers form trust with the new, aesthetically pleasing logo
- The same design concepts that work for the new logo are applied to the new website
- Step by step, the 20 Lemons team updated website copy, product information, photos, as well as the company's most recent product and service updates

KEY BENEFITS

- A well-designed, eye-catching, exciting new site
- A logo that customers new and old will recognize as a leader in Refrigeration Installation and Repair
- An efficient, fast-loading website for Gina Marie staff and clients
- A new, easy place through which to conduct business and capture leads
- An appealing website and logo design build customer trust





Re-branding assures longtime customers, builds new customer trust, and not only modernizes the company, but pushes Gina Marie into the future of their business...



OUR STORY BEGINS

In 1988, fate brought Alex Hunter and Pete Rizzo together when they met at a local deli on Long Island, New York, where Alex had a refrigerator glass door laid out on a table, operating on it like a surgeon. Rizzo and Hunter came to an agreement for some material and a small independent client base consisting of local delis, bakeries, butchers, and flower shops.

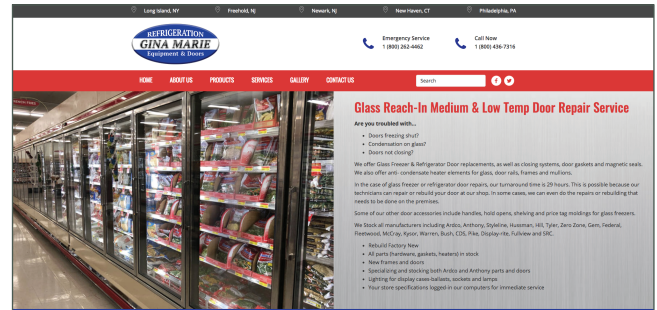
With a commitment to providing for both of their families, the business grew quickly. As more and more Rizzo family members joined the business, customers began to know that doing business with Gina Marie was like being part of the family. Installing the best product and providing the best repair service was what the Rizzo family business did.

GINA MARIE'S NEW STYLE

After years in business, the Gina Marie logo was well known, as it adorned the large Dodge Ram ProMaster vans that brought cold storage and repair to NY, as well as neighboring states like PA, NJ, and DE. While it was true that customers knew the logo due to the excellent service they received, it was also true that the logo hadn't been updated since the 90s.

Teams from Gina Marie and 20 Lemons sat down together to go over fonts, colors, depth, as well as the successes and failures of other company logos. The edits were multi-faceted, calculated, but subtle enough to appeal to those who supported Gina Marie from the beginning. After presenting a variety of directions in which the Gina Marie logo could go, the final symbol was selected.

Unlike the old, low-resolution jpeg that was Gina Marie's logo, the upgrade is a high-quality vector graphic that can be reproduced in optimal resolutions, sizes, and color varieties for digital and print media, as well as for apparel and the company's branded vehicles. Even more so, the logo was successfully refreshed to meet and set new trends in brand design.



GINA MARIE GOES DIGITAL

The Gina Marie website is chock full of product and company information, photos, solutions, services, and more. But the old website's capabilities were far less than what an advanced company like Gina Marie needed for its online presence. Additionally, the Gina Marie site suffered similar design drawbacks that the old logo faced before it was refreshed.

Every sentence on the old website was given a refresh. New products and services were added, and old descriptions and procedures were discarded. The website was given the high-resolution photography it deserved, and the upgraded, high-speed web server allowed new options for viewers to seamlessly scroll through before-and-after gallery photos and discover product and service offerings.

The website update has given the Gina Marie team an entirely new medium in which to conduct business. Visitors to the website will now receive information faster than ever before as the site enables customers and company managers to connect almost instantly.

The 20 Lemons team was able to not only upgrade the company's style, logo, and website, but has also made it easier than ever to make any future changes that Gina Marie admins need. Revising product photos, descriptions, adding locations, and capturing customer data is a non-issue. Gina Marie can now focus on the Cold Storage Services they provide so well, without the hassle of outdated branding or a site that causes more issues than it solves. The next 30 years for this company has begun!