



THE MISSION:

General Manager of the South Hadley Electric Light Department, Sean Fitzgerald, wanted to elevate the company's fiber division as they began to upgrade their services and expand their business. Working alongside the team at Darby O'Brien Advertising, we would be tasked with coming up with engaging concepts to inform and educate customers of the growing fiber-optic services being provided.

THE OUTCOME:

We redesigned the Fibersonic visual identity from the ground up to a much more vibrant and fun design to bring the new Fiberspring service to life. With intense splashes of color mixed with a unique way of tying in the fiber-optic cables and a play on the visible light spectrum, we settled in on a unique concept for the rebrand. Utilizing these new materials, SHELD would be able to educate and engage their customers in a more meaningful way with more visually connected elements.

THE IMPACT:

With newly updated branding and materials, Fiberspring was able to rollout all new vehicle wraps, apparel and a refreshed website to showcase the professional and light speed quality of services they provide. Since the launch of the new look and refreshed website, Fiberspring services have been able to double their customer base and expand into two new market spaces. With happier customers and the same great service, word of mouth referrals also began to climb.

BRINGING FIBER OPTICS TO NEW LIGHT WITH REBRAND

AGENCY

Darby O'Brien Advertising

SERVICES

Branding	Yard Signs
Identity Design	Vehicle Wraps
Brand Guidelines	Social Media
Building Signage	Onboarding Materials
Print Design	



ABOUT THE CLIENT:

Fiberspring is fiber-optic internet service powered by the South Hadley Electric Light Department, more commonly referred to as SHEL D. SHEL D is a local utility company invested in developing greener technology practices for local neighborhoods and business communities for generations. Previously branded as the Fibersonic Program, SHEL D provides commercial and residential fiber internet service to the South Hadley area and surrounding towns with gig-speed internet.

THE GOAL:

Sean Fitzgerald, the General Manager of SHEL D, decided it was time to rebrand their growing fiber division in early 2022. As SHEL D continued to upgrade services and expand into new towns during 2021 and 2022, they knew their branding and marketing efforts would have to grow to match their success. The Fiberspring rebrand had the goal to inform and educate the masses that fiber optic internet will greatly improve the quality of the customers busy life by utilizing light speed technology to boost upload and download speeds. This allows the customer to spend more time on the things that matter and less time buffering and waiting for slow speeds.

THE GAP:

In a saturated market where most companies blend together in this visual space, SHEL D has always made an effort to stand out not by being flashy but by being modest and letting their work and quality of service speak for itself. As service began to ramp up during the COVID-19 pandemic as most people shifted to a more stationary life at home, the power of internet connection became pivotal for the whole world. It became clear to everyone that without a strong connection or the ability to spread bandwidth, everyday tasks like working from home would become increasingly difficult.

As growing leaders in green technology and sustainability practices, SHEL D already had a program in place to replace broadband internet for its customers. Since its formation, Fiberspring provides fiber-optic speed internet to more than 1,600 customers and has plans in actions to quickly double that number. Fiberspring frees its customers from throttling of service and gives customers their gig to use as they please. From streaming in the kitchen, to video games in the living room, or the family scrolling away on the couch, users never have to worry about slow load times or missing out on a thing.

With the rebranding plans made, SHEL D knew they would have to do something different and break free from their own shell if they were to have a brand that spoke to the level of service they provide.



THE DECIDING FACTOR/GAMBLE:

After working with the team at Darby O'Brien advertising, SHELD knew that the team had experience in both branding and naming of new brands. While rebranding or general creative can be difficult enough as it is when you're working with a blank slate, it is even more stressful when trademarking comes into play. Having worked with DOB on marketing campaigns and an annual report, Sean decided to hand over the reins to the team and let professionals handle things.

DISCOVERY PROCESS:

As we dug into what the Fiberspring brand would encompass, we wanted to make sure that they were as visually charged as possible. During our research phase, we focused a lot on how exactly the fiber cables work and what makes them different than a normal broadband connection. As ideas grew and evolved, we also played heavily into green technology concepts that would showcase the sustainability of the company.

As things began to dial in, we showed how the identity system would function across different mediums such as yard signs and vehicle wraps. While SHELD wanted to play it relatively safe and keep costs down, they decided to go for a more minimal vehicle application in the end instead of playing into the vibrance of their new identity.

Once everything was finalized, we moved into a soft rollout of introducing the new branding internally before unveiling it to the public. The general public was very excited to be getting new materials like updated yard signs and new onboarding folders. Other than a few hiccups and precautionary measures with naming, this was as smooth of a rebranding effort that one could ask for on both sides.





THE GAIN:

After several iterations and concepts, the Fiberspring brand came to life with a concept that plays off the idea of fiber-optic cables and the visible light spectrum. With intense splashes of color, this brand stands out on trucks and yard signs from a great distance. Each color stands for a corresponding cable that provide the full spectrum of the visual color space. This was done to play off the idea of the light spectrum as well as the speed of light, just like their cable counterparts. Fiberspring was presented with a full suite of assets including vehicle wraps, onboarding materials, print collateral and a website refresh. With our help of visuals and an outstanding service, Fiberspring has been able to double its efforts in just a year's time.



...traveled 3 GHz band. This is referred to as "band steering." Of course, if you still have old devices that can only connect on the 2.4 GHz frequency, these dual-band routers will not attempt to switch them to the 5 GHz frequency.

If you're not getting the Wi-Fi speed and performance that you expect in your home network, you may have an older router that does not support both the 2.4 GHz and 5 GHz bands. If so, contact your service provider and request a dual-band router, so you can enjoy the best possible home Wi-Fi experience.

FIBERSPRING
POWERED BY SHIELD

FIBERSPRING.COM
85 MAIN STREET | SOUTH HADLEY, MA 01075 | 413-536-1050

WHAT'S INCLUDED?

Our monthly price includes standard installation with a connection to the basement or first floor of your home, a fiber ONT and a Wi-Fi router.

HOW DO I SIGN UP?

Visit our Fiberspring.com website, simply click on "Show Interest Today," enter your address, complete the required information and click submit! If service is available to your home, a service application will appear. Submitted interest helps drive our 5-year board approved network build-out!

PHONE SERVICE NOW AVAILABLE!

Residential plans starting as low as \$14.99/mo. + taxes.

VISIT FIBERSPRING.COM OR CONTACT OUR CUSTOMER SERVICE TEAM FOR MORE INFORMATION: **413-636-1060**

*Regular monthly charge \$74.99/month; discounted price when enrolled in auto-pay & a billing

...and more control at your fingertips.

BLAST v6.1: Taking Wi-Fi Performance To Another Level

The BLAST v6.1 is a next-generation smart home system. Leveraging the latest advancements in Wi-Fi technology, including the 802.11ax Wi-Fi standard (also known as "Wi-Fi 6"), it combines blazing-fast speeds with whole-home coverage to give you an unrivaled online experience. Whether you're streaming HD video on multiple devices simultaneously, uploading a big presentation for work, or gaming online with friends, the BLAST v6.1 has got you covered.



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- Only valid for referrals within currently connected Fiberhoods; see map on Fiberspring.com
- Only customers already connected to Fiberspring can refer; referral valid upon installation
- Applicant must enter promo code **REFER** when completing the Fiberspring application

HOMEGROWN GIG SPEED INTERNET
POWERED BY SHIELD

SHIELD'S FIBER PROGRAM IS READY TO SPRING FORWARD

FIBERSPRING
POWERED BY SHIELD

...the South Hadley Electric Light Department's Fiber optic program has been instrumental in laying the groundwork for gig-speed fiber internet service in the Valley—beginning with a very successful rollout in South Hadley, where we currently provide service to more than 1,500 customers, including residents, businesses, municipal entities, public schools, and the majority of our departments.

We're proud to announce that Fiber optic is now Fiberspring. We've upgraded our services and expanded into other towns, we've decided to take our name and brand to a new level as well. Here is our new look and what it means for the future of South Hadley and the region.

In addition to South Hadley, Fiberspring now has agreements in place to provide internet service to Shutesbury and Leverett. Be on the lookout for our new trucks around town.

We're happy to answer any questions you have about our new look and what it means for the future of South Hadley and the region.

HOMEGROWN GIG SPEED INTERNET

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HOMEGROWN GIG SPEED INTERNET
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WELCOME & ONBOARDING KIT



FACT SHEET

FIBERSPRING



What's The Difference Between The Internet & Wi-Fi?

Wi-Fi technology is extremely popular and available just about everywhere. Whether you're grabbing a cup of coffee, shopping for shoes, or enjoying a family pizza night, you're likely to have a Wi-Fi hotspot available. You may hear people talking about "getting onto Wi-Fi" or not being able to "get onto Wi-Fi." Most of the time, the issue is that they can't get their laptop, smart phone, or other device connected to the Internet.

Is Wi-Fi the same as the Internet? No, it's not. And with home networks getting more sophisticated all the time, with more and more connected devices, it's helpful to have a clear understanding of the difference between the two.

What is the Internet?

The Internet is a massive global communications network. In fact, as its name suggests, it's more than just one network—it's a series of thousands of inter-connected networks.

While no one person or organization owns the Internet itself, each Internet service provider (ISP) typically owns its own network. It buys and installs the specialized networking equipment that makes it possible for customers like you—in addition to businesses, universities, hospitals, and more—to connect to the Internet.

When you connect to your ISP's network from your home or workplace, you have the ability to connect with other networks, companies, services and individuals who are also connected to the Internet. For example, you can stream movies on Netflix by connecting via the Internet to computer servers that Netflix owns or read your email by connecting into one of Gmail's servers.

When you purchase monthly Internet services for your home, your ISP gives you all the physical equipment you need to connect your own devices to the Internet. This includes a physical line, such as a fiber optic cable, that will connect your home to the ISP's network. Inside your home, this physical line is connected to an electronic device that's usually called a modem.

FIBERSPRING
HOMEGROWN GIG SPEED INTERNET

A BEGINNER'S GUIDE TO STREAMING TV, MOVIES, & APPS

WHAT IS STREAMING?

Quite simply, streaming allows you to watch your favorite entertainment over your internet connection through a cable TV service. A Fiberspring gig-speed connection is perfect for watching your favorite movies, and sports. Let's get started:

- 1. SELECT AND PURCHASE A STREAMING DEVICE.
- 2. CHOOSE A STREAMING SERVICE.

A streaming device is the "brain" which will connect TV to the internet. If you have a smart TV, you will need to make sure that you can update and add applications or else your options will be limited to the pre-installed streaming services.

A device is required on any non-smart TV and can be added to any smart TV. Some customers with a smart TV prefer the device interface. (Note: Samsung smart TVs do not support the PlayStation Vue service so a device will be required.)

You can review some popular streaming device options on the other side of this file. They are available online and at many big box stores.

- 3. SET UP YOUR STREAMING DEVICE.

Your streaming device connects to the internet through either an ethernet cable or Wi-Fi. It connects to your television through the HDMI port.

Connect your device to a power source and the HDMI port on your television, then use the TV remote to change the source or input to the corresponding HDMI port. When the device screen appears on your television follow the steps to activate your device.

Once your device is set up, you can go to the app or website to download the streaming service app you want to use. You will need to enter your email address and password (Note: enter this information every time you want to watch).

You will see an email address and password (Note: enter this information every time you want to watch).

On your streaming device, go to the app or website to download the streaming service app you want to use. You will need to enter your email address and password (Note: enter this information every time you want to watch).

Local network services including CBS, ABC, NBC, FOX and PBS are not available on all streaming services. Review your streaming service's website for more information.

Depending on your location, an HD antenna can provide access to local network TV.

STREAMING DEVICES

These streaming devices will work with the streaming services listed below. Roku is the only service not compatible with all services.



STREAMING SERVICES

Here are some popular streaming services in Western Massachusetts. Live TV streaming services have a combination of On Demand content. These options are similar to cable TV. Check with each provider to see which local channels are available.

DIRECTV NOW | **Sling** | **hulu**

Direct TV Now | Sling | Hulu

FACT SHEET

How do I connect my devices to the Internet?

With your modem providing the Internet connection into your home, there are two ways you can connect your device to the modem.

Connecting with a physical cable

The first method, which is not very common anymore, involves physically plugging your computer into the port on the back of your modem using what's called an Ethernet cable. When your computer is plugged into the modem, it becomes part of your ISP's network, along with all the other individuals and business customers who have also connected their devices.

Connecting over Wi-Fi

The second method, which is the most common today, involves connecting your computer, tablet or smart phone to your ISP's network without using a physical wire. This "wireless" connection is made possible by Wi-Fi technology, specifically by a second device in your home called a router or sometimes referred to as a gateway. This router is physically plugged into the modem with a cable or it is combined with the modem into a single piece of equipment.

The Wi-Fi router uses radio technology to broadcast a unique name (also known as a service set identifier, or SSID), which you or your ISP chooses when the router is first set up. When you're on your laptop or other device, you can see a list of other Wi-Fi routers nearby such as yours and your neighbors'. You can select your router name from the list and enter the router's password. And just like that, you're connected to the Internet.

Blazing Speeds And Whole-Home Coverage

With Gigabit Wi-Fi speeds, the BLAST v6.1 provides more than enough bandwidth for everyone in your household. And no matter how many devices are connected at the same time, everyone enjoys the same outstanding Wi-Fi performance. Based on Wi-Fi 6, the BLAST v6.1 provides longer range, higher efficiency, and is less affected by interference from other nearby Wi-Fi gateways. The BLAST v6.1 has four Gigabit Ethernet ports so you can also connect a variety of wired multimedia devices for rapid data sharing across your network.

The Latest Technology. The Best Performance.

Not all Wi-Fi 6 is created equal. The BLAST v6.1 provides the best Wi-Fi available and adds exciting new features to help you manage your smart home with ease.

Wi-Fi 6

The most advanced Wi-Fi standard yet, it's faster and optimized for performance in today's busy smart home environments.

Dual band Support

Dual band support means that the BLAST v6.1 lets you take advantage of all the capabilities of Wi-Fi 6 (802.11ax) using both the 2.4 GHz and 5 GHz bands. With 4x4 or 5 GHz and 2x2 at 2.4 GHz, BLAST v6.1 is a powerful dual band Wi-Fi.

Why the BLAST v6.1?

- Seamless, hassle-free connectivity for all your connected devices
- Some great Wi-Fi quality everywhere you roam in your home
- Easy installation and looks great in any room in your home

Remote Management When You Need It

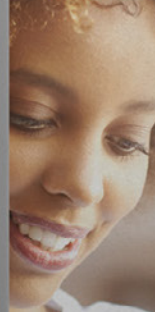
If you need additional help with any technical issues, we've got you covered with sophisticated remote monitoring and diagnostics that help us identify and resolve any problems you may be experiencing quickly—and, in most cases, without having to send a technician to your home.

Our experienced customer support representatives can see which of your devices are connected, which ones are having issues and help you troubleshoot and solve the problem quickly. In fact, we can perform a wide range of diagnostics to make sure you're getting the best possible service.

Uptime of your BLAST v6.1 – Is your system functioning correctly or powered on consistently?

FACT SHEET

FIBERSPRING



Understanding Dual-Band Wi-Fi Routers

The latest Wi-Fi routers are faster and more versatile than ever, offering many powerful new features. One important feature makes it possible for the router to send data over two different radio frequencies or "bands": the 2.4 GHz band and the 5 GHz band. Routers that use both bands are called "dual-band" routers. To get the most out of your dual-band router, it helps to understand the differences between these

DIRECTV NOW | **Sling** | **hulu**

Direct TV Now | Sling | Hulu

ARE YOU READY TO TELL YOUR STORY?

GET IN TOUCH TO DISCUSS YOUR NEXT PROJECT
& SEE IF WE'RE A GOOD FIT

[INSTAGRAM](#)

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