

CASE STUDY



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Rez-1 :: corporate re-branding

REZ 1 is nationally recognized as an industry leader in asset management in the transportation industry. As an Application Service Provider (ASP), they offer centralized transportation information services backed by award-winning software. They cover the total asset management process from real-time, web-based information access to centralized accounting and business support services for improved back room operations.

challenges

Tie Solutions had become known in the industry by one of its product names REZ 1. There was little individual company name recognition both internally and in the marketplace, as well as a great deal of customer confusion among the three software applications the company offered. They needed to separate the identities of the company from its applications to better position the company and bring clarity to their offerings and messaging. They needed:

- To create a corporate identity for the company – apart from the applications
- Create a corporate tagline that resonated with their client base

- Rename and distinguish the three applications the company offered
- Visually align with their high standing in the industry

solution

The marketing strategy was to rename the company and its software applications. Since both employees and customers were already referring to the company as REZ 1 (short for reserve one), ActivEdge suggested leveraging the common use and functional name as the primary company identifier. A thoughtfully crafted tagline captured the essence of what the company was able to provide its customers – access to their asset management information in ways that made sense. New names for

each of the software applications also based on their functionality provided further points of clarification and organization. The creative strategy focused on updating the look and feel of the company to match their position in the market with a more mature and timeless visual style. The design visually separated the company from applications, yet clearly connected the applications as part of a family of products under the company umbrella.

results

The new identity and the family of applications, established an easily recognizable and intelligent company appeal that increased the company's level

of business sophistication and credibility.

deliverables

- Creative Strategy
- Creative Design Services
 - Corporate Identity
 - Application Datasheets
 - Tradeshow Booth Display Graphics
 - Corporate Brand Guidelines
 - Software application logos/icons
 - Marketing consulting
- Brand Development
- Project Management
 - Print
 - Production
 - Marketing

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CORPORATE ID::
 The new identity visually communicates the company's image in a more appealing and timeless fashion.



BRAND GUIDELINES ::
 An example of two interior spreads that outline and depict how the brand is communicated and adhered to.

TRADESHOW BOOTH::
 The new brand is carried across multiple media including a 32' x 12' booth.

