

Corporate Branding

Entigo Corporation:
Building a New Reality

Background

Charged with evolving the Entigo Corporation's identity, JDG conducted research and analysis, which we call a Messaging Workshop. Though in existence for five years, Entigo had very little name or brand recognition in the marketplace. Yet, it had a 100% client satisfaction rate, mostly among Fortune 100 companies. Entigo's was a brand that needed focus for both its newly formed international sales force and its crowded B2B eCommerce market space.

JDG's Solution

To leverage any existing brand value, we used Entigo's existing logotype, initially establishing new, exciting, and distinct brand colors, and a primary corporate identity package. Simultaneously, JDG developed the tagline for the corporation. By creating unique colors, icons, and logotypes, we clarified the context of the suite of products to facilitate cross-selling.

From there we established marketing collateral, designed graphics for a trade show booth, created full brand architecture guidelines, and developed a national ad campaign, that helped Entigo solidify its newly established brand across every customer touch point.



"The Messaging Workshop went very well—a lot of good information was uncovered that assisted in the new brand development. And, the unique selling proposition and tagline are great."

Senior Manager, Marketing Communications
Entigo Corporation

