

New identity alert

April 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

TRAVELOCITY The well known on-line travel web site, introduced its new corporate brand identity and web site on March 25. Following extensive consumer research, the new identity was quietly introduced on the British site. Reports are that the new identity received positive consumer reaction. The identity is being implemented across the various Travelocity web sites, and will apparently also be applied to other sites, including a number of Travelocity joint ventures.

“Our crisp new visual identity is yet another way we are leading the industry by elevating visual and customer experience standards, while our new logo personifies our reputation for providing smart guidance to consumers,” said Jeff Glueck, chief marketing officer for Travelocity, “Stars are the traveler’s natural compass,” and we think this approach ties in naturally with our commitment to guide our customers to the most rewarding trips.”

www.travelocity.com

www.travelocity.ca

www.travelocity.co.uk



old identity



New identity alert

April 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

VISIT LONDON Following on the launch of its new corporate brand identity, Visit London launched in March three web sites – directed at the consumer travel, business travel, as well as a corporate website. As extensions of the corporate identity, the consumer and business identities use humour and instantly recognized icons to reinforce the unique image of London.

These sites replace the old London Tourist Board website. Visit London's role is to promote London "as the world's most exciting city."

www.visitlondon.com



New identity alert

April 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

ASSURANT A name that had been using for one of its subsidiaries, Fortis Insurance N.V. the Dutch financial institution, renamed its specialized insurance products and related services in North America as Assurant.

“The new Assurant logo – comprised of three brightly colored and tightly woven threads – represents the integration of the three core capabilities the organization provides: risk management expertise, customized technology and long-term client partnerships. The unique combination of these strengths enables Assurant to deliver specialty insurance products and related services that provide maximum risk protection for its clients.”

Print advertising was used in both major newspapers, such as The Wall Street Journal and The New York Times, as well as local newspapers in locations where Assurant has offices.

www.assurant.com



Old identities



New identity alert

April 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

SYNIVERSE TSI Telecommunication Services Inc., a global communications technology company, changed its corporate name and identity to Syniverse Technologies, Inc. on March 1. The new symbol, which the company calls the Syniverse Spark, is meant to represent the potential for innovation and ingenuity. The name is intended to position the company as “a global market leader in the technology and telecommunications network services arena, and further demonstrates the company’s leadership position.”



Old identity



www.syniverse.com

Contact us

Please contact us if you have any comments about the corporate brand identities featured in this issue, or if you wish to alert us to new identities that have been just launched or are about to be launched. We also welcome receiving the names and e-mail addresses of anyone you think would be interested in receiving this newsletter.

And of course, if you have a branding challenge, we would be pleased to meet you and discuss how your brand can be effectively leveraged to its maximum potential.

methodbranding.com

info@methodbranding.com

Philip Unger
President and Creative Director

366 Adelaide Street W.
Toronto, Ontario
Canada M5V 1R9

416.597.1114 tel

Thank you to Jim Hynes for his proofreading and wise counsel.

jameshynes@rogers.com

ABOUT METHOD BRANDING A design firm with extensive experience, we work with a wide variety of clients including corporations, government agencies, not-for-profit organizations, start-up companies and others.

We work collaboratively with other communication agencies and firms, and collaboratively with our clients, to create compelling solutions. The brands and branded communications (brochures, annual reports, etc.) we create endure and build value. Bringing together the science and art of branding, our solutions are engineered to elicit the desired responses from stakeholders, building maximum brand value for our clients.

Note: The brand identities and trademarks in this document are the property of their respective owners. They are used here solely for information purposes.