

Member of the Danfoss Group



REBRANDING | Turolla

ENGINEERING

As a member of the global Danfoss Group, Turolla engineer, manufacture and supply Gear Products and Fan Drive Systems.

**Challenge**

To reinvigorate an old tired brand that deserved to be brighter brand with a brighter future.

**Approach**

For many years Turolla had exclusively used blue within its communications, reinforcing perceptions of it being too cold and corporate. In our redesign we expressed the brand through the energy of orange, allowing the brand to communicate to its audiences their innovative products and solutions.

**Outcome**

At launch, the vivid contrast between the old and the new was exciting and dramatic, serving as an instant and powerful signal of change—from old to young, and from corporate to personal.

With a new, vibrant expression, Turolla made a visible commitment to connecting with its customers.'

'Fast Forward Thinking' was created to ignite storytelling which in turn built stronger emotional connections with customers and the product and service innovations being developed and launched.

**Clarity provided:**

- Research and interviews
- Naming exercise
- Workshops
- Brand strategy
- Visual styling
- Logo development
- Visual identity
- Tone of voice
- Identity guidelines
- Literature

**Revised and created:**

- Purpose
- Values
- Principles
- Promise
- Story
- Strapline
- Public statement
- Internal brand



clarity | brand and change consultants

Second Floor 85 Great Portland Street London W1W 7LT United Kingdom  
+ 44 (0) 203 302 1757 | + 44 (0) 7940 916759 | branded@clarityaccelerated.com | www.clarityaccelerated.com