

Emissions Analytics (EA) is the leading independent global testing and data specialist for the scientific measurement of real-world emissions.

It was recognised that the perception of EAs activities and value were being lost among customers and prospects. Clarity were invited to distil the brand essence including a verbal positioning language that enabled clearer understanding.

Clarity started with a set of core values that culminated in three distinct statements. From this, a conversational version was prepared for face to face meetings and interactions.

Because EA dealt with sensitive data, confidentiality was deemed important so that customers feel safe from the outset. Authenticity and credibility were other criteria needing to be considered when creating new ways for promoting their 'passion for data'. We developed a brand personality with a human face to the business, leading to consistent presentation and messaging at all touch points on and off line.

ASSURED | INDEPENDENT | RESPONSIVE

Assured

Emissions testing in real-world conditions brings challenges that experience anticipates and expertise overcomes. We deliver.

Independent

Objectivity and candour are the driving forces in all our work, so you know the facts.

Responsive

We're fast on our feet so we can conduct emissions testing when and where we're needed.

"We believe that to be flexible and responsive while being independent, is key to creating successful outcomes for our global customers.

We're your real-world testing partners who go beyond the expected. And rest assured, we're ready to perform any time or any place – that's why, at a moments notice, we're on it!"

Clarity provided:

- Naming
- Brand strategy
- Strapline
- Logo development
- Visual identity
- Identity guidelines
- Literature
- Company presentation

Revised and created:

- Purpose
- Value proposition
- Core values
- Tone of voice



Clarity created a brand family for the application of Portable Emissions Measuring Systems (PEMS) and other applications.

