

IMPRESSIONTECHNOLOGIES

REBRAND | IMPRESSION TECHNOLOGIES

ENGINEERING

Impression Technologies is a startup company based in Coventry, built on advanced research and driven by a breakthrough technology – Hot Form Quenching (HFQ®).

Challenge

To create a brand identity that encapsulated both the innovation and the brand strength of emerging technologies. The brand would sit behind the developed technologies and act as a 'parent' providing investment and marketing support.

Approach

Clarity took a simplistic approach to the developed identity and ensured it would work as an endorsed brand to the prescribed technologies.

Outcome

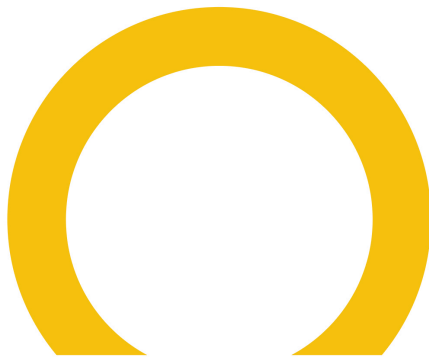
The rising sun element within the identity we call 'Horizon' and apply it across all channels of communication as a consistent visual identifier. Our simple approach has been well received and works especially well as a 'rising sun' in motion graphics and video.

Clarity provided:

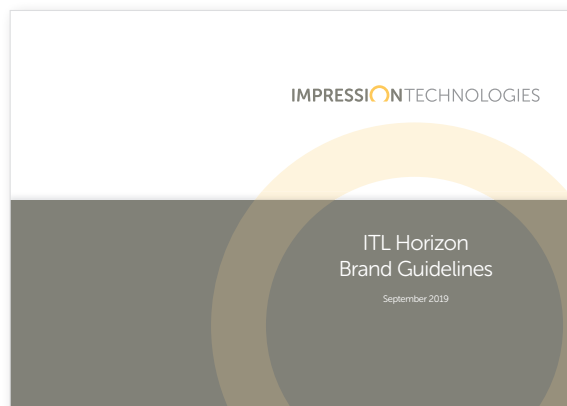
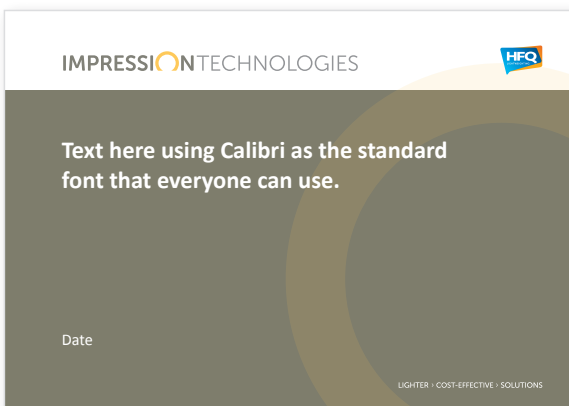
Brand identity
Brand strategy
Visual styling
Tone of voice
Identity guidelines
PowerPoint

Revised and created:

- Purpose
- Values
- Position statement
- Tone of voice



Horizon is ITL's symbol representing the pursuit for innovation and excellence.



IMPRESSIONTECHNOLOGIES | AEROSPACE
IMPRESSIONTECHNOLOGIES | AUTOMOTIVE