



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

Developed to press aluminium parts in a 'warm state' allows for deeper and more complex profiles, resulting in fewer, lighter and stronger parts.

This newly emerged venture is a fast-growing business, developing a viable business model around an innovative process and platform – targeting the automotive, aerospace and transportation sectors.

Challenge

To create an exciting brand, recognised as a global standard that will attract global partners to join an ecosystem and by working together they are to advance opportunities across various sectors.

Approach

A strong, bold identity was needed to attract and convince OEMs and Tier companies to get involved. Clarity started from the ground-up, developing a brand strategy that would deliver on the investment and communicate the value to vehicle manufactures as a start. With interest and take-up from Aston Martin, ITL is looking to the larger mass-volume producers to strengthen the viability of the technology.

Outcome

ITL have engaged with at least four Network Partners and have gained further investment to advance the opportunities ITL have created so far. Clarity has been instrumental in forming the HFQ® brand to what it is today – making significant progress and developing new ways to exploit their innovative HFQ® technology.

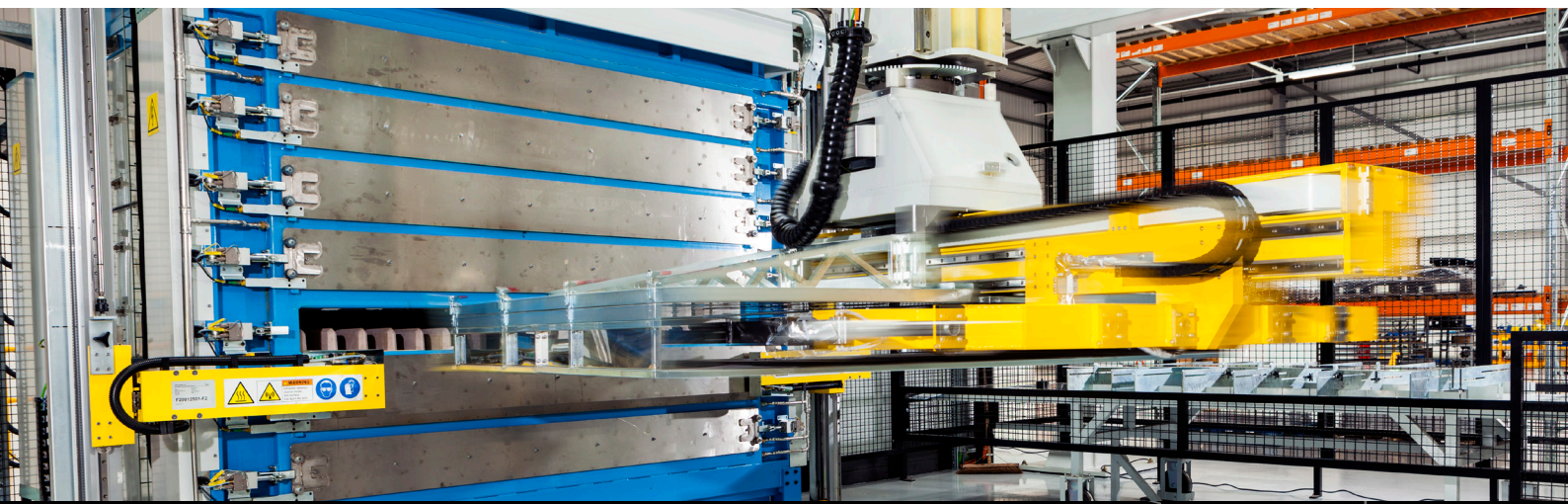
Clarity continues to work with Impression Technologies to establish the HFQ® Technology brand as a global standard for aluminium lightweighting.

Clarity provided:

- Research
- Brand identity
- Brand strategy
- Visual styling
- Internal comms
- Company presentation
- Literature
- Newsletter
- Quality branding
- Identity guidelines
- Partner Network branding
- PowerPoint
- Signage
- Conference presentation
- Video storyboarding
- Product photography and art direction

Revised and created:

- Purpose
- Mission
- Vision
- Strapline



LIGHTER > COST-EFFECTIVE > STRUCTURES



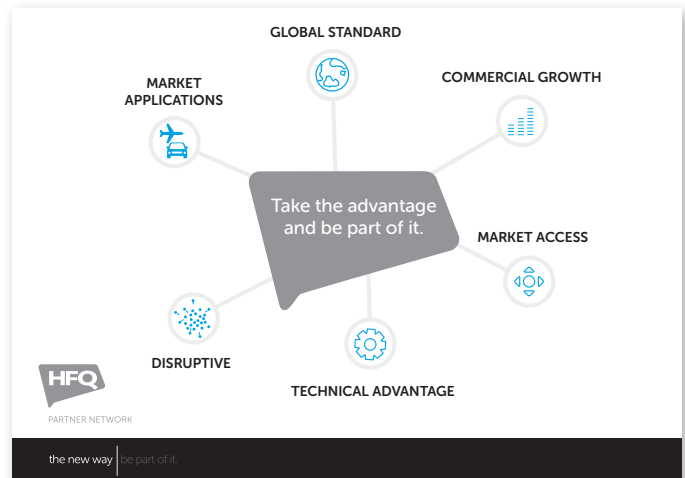


HFQ
LIGHTWEIGHTING

Standard front page
Sub head

Date or version text

LIGHTER • COST-EFFECTIVE • STRUCTURES



A pillar section
8mm to 24mm
radii

HFQ PARTNER NETWORK

lighter
safer
performance

V12 AML