

BRANDFOUNDATIONS

CASE STUDY



WHY WE WERE ENGAGED

With a new private equity owner and recently installed veteran management team, California-based CentralColo was seeking to rebrand to separate the company – and its high-touch, client-centric approach – from competitors in the increasingly commoditized colocation and datacenter markets. They knew that success hinged on developing a brand that stands for something different... an ethos rooted in humanity and relationships instead of price and technology... a company that's more about the people and businesses they serve than the servers they house.

WHAT WE DELIVERED

- **Internal Brand Articulation Interviews** with leadership team to understand strategy
- **Company-Wide CultureTalk™ Survey** to determine prevalent behavioral archetypes
- **In-Depth Client Interviews** to hear and infuse “voice of the customer”
- **Competitive Brand Audit** to understand opportunities for differentiation
- **Brand Messaging Framework** including brand essence, story and elevator pitch
- **Corporate Identity** including new name, tagline and logo (shown above)

HOW THE CLIENT SEES IT

“Brand Foundations worked closely and incisively with all of our stakeholders to really understand our business before developing a comprehensive brand that perfectly captures our unique approach. Their process yielded an authenticity that really made the brand and re-launch stand out, and our entire industry took notice.”

— Jason Green, CTO
Element Critical

WHERE TO TURN NEXT

Learn how our strategic brand & culture expertise can help your organization thrive. Sweet-spots include:

- B2B Technology / Telecom
- Financial / Professional Services
- Consumer Products / Hospitality
- Architecture / Real Estate

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