

VGROUP: BRANDING CASE STUDY TRANSWORLDCOM

REF. VGB // BRANDING // TWC



CLIENT: TRANSWORLDCOM BIG BRAND FOR SMALL BUSINESS

VGroup were approached by an energetic business start up, who wanted a professional brand identity and website for their new venture.

Background / Objectives

TransWorldCom are an independent voice, data, mobile and IT company with a wealth of experience, but they recognised the importance of a strong brand to help give them an edge in a highly competitive market.

The Solution

It was agreed that our client should use the acronym TWC as the top level brand name, with TransWorldCom underpinning it and making up the website domain name www.transworldcom.com.

The logotype emerged as a bold and confident rendering of the characters in a customised font with the introduction of a circular, fluid symbol juxtaposed with the 'T'. The primary palette was selected to be a dark purple complimented by a fresh and vibrant warm yellow. As intended the overall feel of the identity is progressive and technology led.

It was important that TWC's 4 core products and services (voice, data, mobile and IT) were promoted as the focus of the identity and the website; it was decided that each would have its own 'mini identity' so we designed a set of graphic icons which emulated the structured yet fluid style of the logo.

The four symbols are unified on the homepage of the site, and used alone, in an abstract way on their respective dedicated pages within the site.

The website was developed using Couch CMS, which has a simple end user interface. It is also flexible enough that when scoping the site we realised that there were items such a blog and the social media links that the client required in the future – but at this stage can be hidden by checking a box until the company are ready to use them fully.

The Results

"We chose VGroup after the careful consideration and review of a significant number of branding and design agencies. Being so involved with technology we needed to choose the right partner in this field and VGroup immediately stood out as being highly competent, honest, professional and knowledgeable in its field. Despite looking at other leading agencies they were always the ones we wanted to work with."

"This decision has been vindicated throughout the various stages of the project as they have been a pleasure to work with. They have communicated and advised us well taking on board any comments we made; delivering a fantastic, class leading and exciting website. Thank you to all at VGroup involved in the project for TransWorldCom (TWC)."

Paolo Sartori
Director, TransWorldCom

BRAND STRATEGY

LOGO

VISUAL IDENTITY

STATIONERY

PRINT MANAGEMENT

WEBSITE DESIGN

WEB DEVELOPMENT / CMS

COPYWRITING



www.transworldcom.com

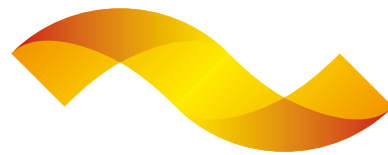
[MORE >](#)



—logo



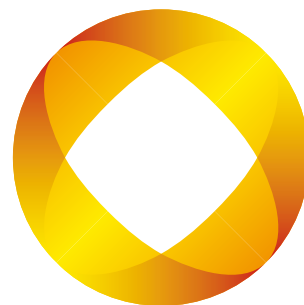
Voice



Data



Mobile



IT Services

—service icons

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00 Month 2012

Firstname Lastname
Company Name
Address line 1
Town
County
Postcode

Dear Firstname,

TYPING ON YOUR LETTERHEAD

This illustration is intended to display exactly how a TWC letter should look. Whilst it is crucial that letterheads are accurately printed, it is also important that there is a constant style for typing or word processing onto letterheads. We have formulated a standard typing style in order to ensure a consistent appearance for all letters. Please help us achieve this.

Set up your margins and typestyle to match this example. This letter is typed in 10pt Arial. The maximum length of any one line should not exceed 160mm. The salutation appears 2 lines below the fold mark (on the left-hand edge of the page). The fold mark also ensures that the letter will fit correctly into a DL envelope.

Headings should be typed in capital letters; do not underline. All type is aligned left. Do not indent. Paragraphs are formed by leaving one line spaces. Punctuation should be kept to a minimum to ensure the letter is clear and easy to read.

The sign-off eg 'Yours sincerely' is typed 2 lines below the final paragraph and the author's name, title and/or department appears 5 lines below that.

Yours sincerely,

Firstname Lastname
Job Title
(Email and DDI – optional)

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Voice. Data. Mobile. IT.

—stationery



—website