



Case Study – Nomenclature, Logo, Branding

Elevation Technology Design Group (Now: Signet Technology)

Services: Nomenclature, Tagline, Logo, Branding Collateral

Situation: Elevation Technology Design Group (“Elevation”) engaged The Still to help re-brand their company – they found that their original name was not conveying their service properly (Information Technology Design and Support Services), and prospects were often assuming that the company specialized in elevator control systems.

Elevation was concerned about losing the brand equity it had built in the community. Additionally, they wanted a memorable name that conveyed professional services with traditional business values.

Solution: The Still crafted a new name and identity for the company, incorporating the most memorable element of the company’s brand – the red wax seal.

Signet Technology is launching their re-branding campaign in the second quarter of 2007, using the domain www.RedWaxSeal.com.

Their new brand look and logo incorporate the distinctive red wax seal, bridging the past name to the current.



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