

BROADSPAN

IDENTITY  
WEBSITE



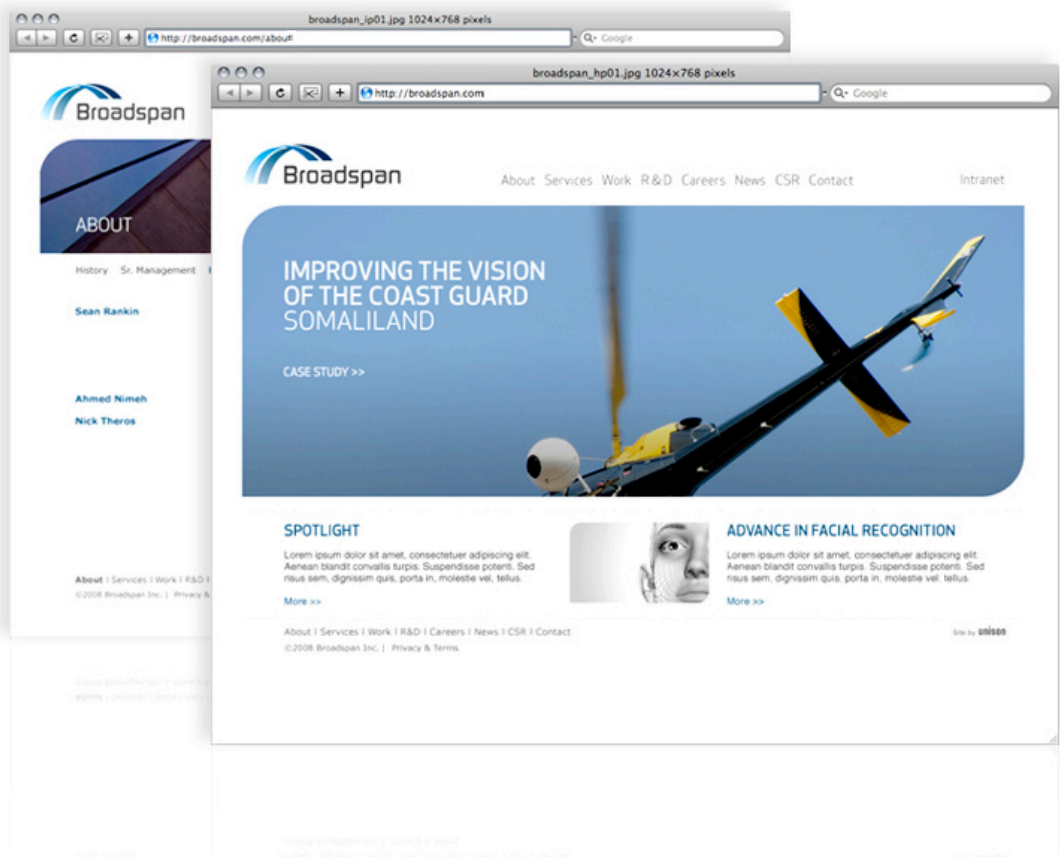
FORMERLY NAMED EMEA  
ENTERPRISE SOLUTIONS,  
BROADSPAN STEPS FORWARD  
WITH A NEW NAME AND  
OUTREACH STRATEGY,  
DEVELOPED AND DESIGNED  
BY UNISON.

#### CHALLENGE

Broadspan began its corporate operations in 2002 as EMEA Enterprise Solutions in Doha, Qatar, where it built a solid reputation delivering infrastructure technology services and consulting in enterprise businesses. Anticipating new investments and the expansion of their operations outside of the Middle East and North Africa, the management and board of directors of EMEA decided to embark on a comprehensive rebranding effort. After a lengthy bidding process, they selected Unison to craft their new image and outreach strategy.

#### SOLUTION

To attract a new round of investment from partners in the United States, while increasing its service and product offerings, particularly in the areas of physical security services, education, and training programs, Broadspan needed a more universal corporate identity that communicated the essence of their core business. EMEA wanted a new brand to convey its track record of providing customer-centric solutions for critical technological and professional services.



## RESULT

Unison developed a new name, Broadspan, that implies the global character of the business as well as the value of partnering with the organization. Unison also developed a handsome visual identity system, complete with market collateral, and unveiled a website to herald the company's new era of growth. Large-scale graphics and a cool color palette give Broadspan a sleek, polished look, highlighting the company's key capabilities while creating a striking personality that sets the stage for their new business model. Accompanying marketing collateral complement and support Broadspan's new image, and emphasize Broadspan's continued growth. With Unison's creative vision, Broadspan is poised to become a world-class provider of technology, security, and telecommunications needs.

## ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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