



DuPont Fabros Technology

EFFICIENCY AND SOLIDITY  
IN INFORMATION  
ARCHITECTURE. EFFICIENCY  
AND SOLIDITY IN CORPORATE  
IDENTITY DESIGN. UNISON  
AND DFT, ALIGNED IN A  
COMMON VISION.

CHALLENGE

Dupont Fabros Technology, Inc. (Public, NYSE:DFT), owns and operates wholesale data centers where the collective bits of information of today's Internet-based economy are housed. Theirs is a behind-the-scenes role, but one crucial to the remarkable power of the Internet. Accordingly, DFT wanted to enhance its public identity and stock exchange profile. So, they turned to Unison.

SOLUTION

Unison started with a new logo in the form of an orange three-dimensional cube to represent the strength and depth of DFT's business. The precise edges of the cube and the arithmetic of the geometric shape emphasize the philosophy of efficiency and solidity in infrastructure design. With the logo designed, Unison delivered a full suite of collateral materials for internal and external audiences that further reflected DFT's new image.

## RESULTS

DFT's dynamic and modern corporate identity matches their corporate capabilities and positions the company as leaders in wholesale data center design, development and management.

## 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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