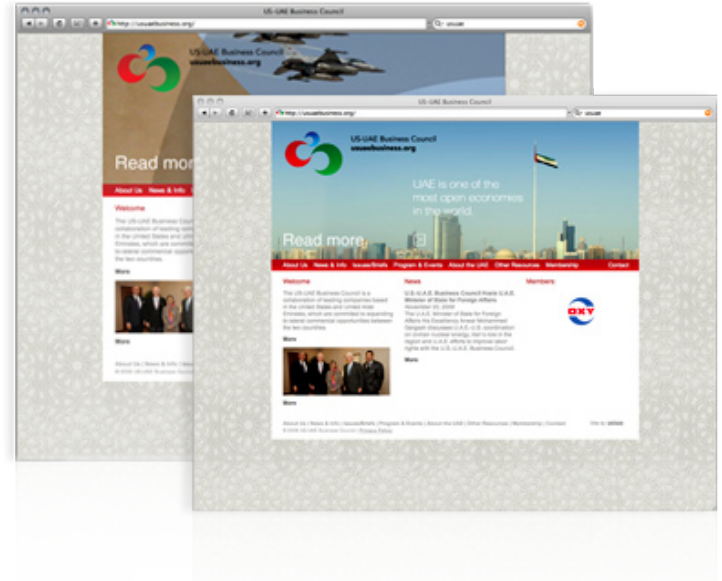




US-UAE Business Council
usuaebusiness.org



DESIGNING A SITE THAT HIGHLIGHTS HABBOUSH'S WIDE-RANGING EXPERTISE IN MULTIPLE REGIONS AND SECTORS.

CHALLENGE

To establish a brand identity for the US-UAE Business Council, that embodied the spirit of burgeoning economic alliance between the US and United Arab Emirates (UAE). Founding Members of the USUAE-BC include notable U.S. companies such as ExxonMobil, Boeing, Lockheed-Martin, J.E. Robert Companies, Good Harbor Consulting and many others.

SOLUTION

Unison created an organic, curvilinear logo that signifies the mutually beneficial and growing trade relationship between the two countries. Qualities that were carried through to website - USUAEBusiness.org - print collateral and signage. For the USUAEBC inaugural launch, Unison coordinated and produced a high profile event and Founding Member's Meeting with the US Chamber of Commerce.



RESULT

US-UAE Business Council's new logo, website and print marketing collateral emanates an encouraging, positive relationship and outlook for the two countries' economic partnerships.

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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