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A COHESIVE BRAND IDENTITY FOR NUMBRIDGE

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Unison Agency, a brand and digital agency with offices in Washington, DC, New York and Los Angeles, announced the completion of a comprehensive branding effort for Numbridge, Inc., an international calling app service provider.

Numbridge chose Unison to develop a unique brand identity that would articulate its innovative smartphone application by creating a comprehensive brand-building program. Unison provided steady handed guidance throughout the process from defining the brand strategy through creative concepts to developing a distinctive identity to rollout of the subsequent branded applications and interface design.

The Numbridge iPhone app user interface allows users to place international calls at low rates. The company is making waves in the industry, because, unlike other providers, it does not require the phone to be connected to a Wi-Fi or broadband network. Additionally, users are able to purchase numbers in cities across the globe allowing friends, family and colleagues to call them at local landline rates. The app can be downloaded for free from Apple's iPhone App Store. Similar apps for BlackBerry and Android are expected in early 2012.

The streamlined logo with its interconnected typography serves as a visual metaphor for the company, communicating Numbridge's ease of connectivity and anywhere-anytime accessibility for its users. Ultimately, the logo conveys Numbridge's ability to bring people closer together despite the constraints of time and geography. The tagline "redefining proximity" succinctly encapsulates Numbridge's brand promise of bridging international communication via cutting-edge technology without a heavy financial burden. Unison also produced print marketing assets including templates to promote the new app.

"Numbridge presented Unison with an exciting opportunity," said Julius Talvik, Creative Director and Co-Founder at Unison Agency. "They are making the world a smaller place, allowing loved ones and friends to connect at low costs from virtually anywhere and all at the click of a button. We were able to create a unique brand identity highlighting their brand promise where the typography visually communicates the power of transcending time and distance."

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ABOUT NUMBRIDGE

Numbridge aspires to be the “next generation communication tool”, offering a mobile application that enables customers to purchase mobile numbers at local landline rates on reliable GSM networks while travelling abroad, thereby eliminating roaming charges and excessive international billing rates.

ABOUT UNISON

Unison is a full-service brand and digital agency that develops integrated solutions by combining strategic, creative and technological capabilities to advance our clients' brands across all touch points. The agency fosters enduring customer devotion by creating digital brand experiences that bridge the gap between offline and online interactions.

Unison strives to create rich, engaging and truly emotional experiences in the digital realm. By combining high-impact media and seamless usability with the latest technology in e-commerce, social networking and digital mobility, Unison designs online brands that are multifunctional, multi-sensory and multi-platform.

Unison has experience building powerful brands across a wide range of industries, including financial services, government, food service, retail, manufacturing, real estate, pharmaceutical, fashion, entertainment/media, consumer packaged goods and beauty products.

Over the span of a nearly a decade, Unison has worked with clients in twenty-seven countries around the world, demonstrating its belief that artfully designed brands are universally engaging and transcend cultural and linguistic boundaries.

For further information, please send us an email at info@unisonagency.com or call 202.337.7887.