



We build a tech-savvy brand identity for a telecom company with many sub-brands.



## challenge

ConVergence Technologies is a Chicago area technology provider that offers reliable, high-performance Internet access, voice services, hosting, cloud systems, and a full range of technical services since 1996.

Prior to hiring UpShift, ConVergence and its sub-brands had completely different looks. With their business expanding, they were in need of a strong brand identity to bring all the different voices together, so they could cross promote products and services more effectively.

## solution

UpShift created a smart, contemporary brand identity system for ConVergence that integrates multiple sub-brands under one unified brand look and feel.

Deliverables included logos, stationery items, sales collateral, ad templates, trade show graphics, a website refresh and a new Wordpress site for the consumer brands.

## results

The ConVergence brand has a much stronger presence than before, with sub-brands that are easily recognized as ConVergence-powered brands.

ConVergence and their clients responded positively to the new design, saying that they are really happy with how the brand has come together to strengthen their leadership position in Chicago's competitive telecom market.

### industry

- technology
- telecommunication

### deliverables

- logo
- brand identity
- stationery
- sales collateral
- ad templates
- trade show graphics
- website refresh
- wordpress site