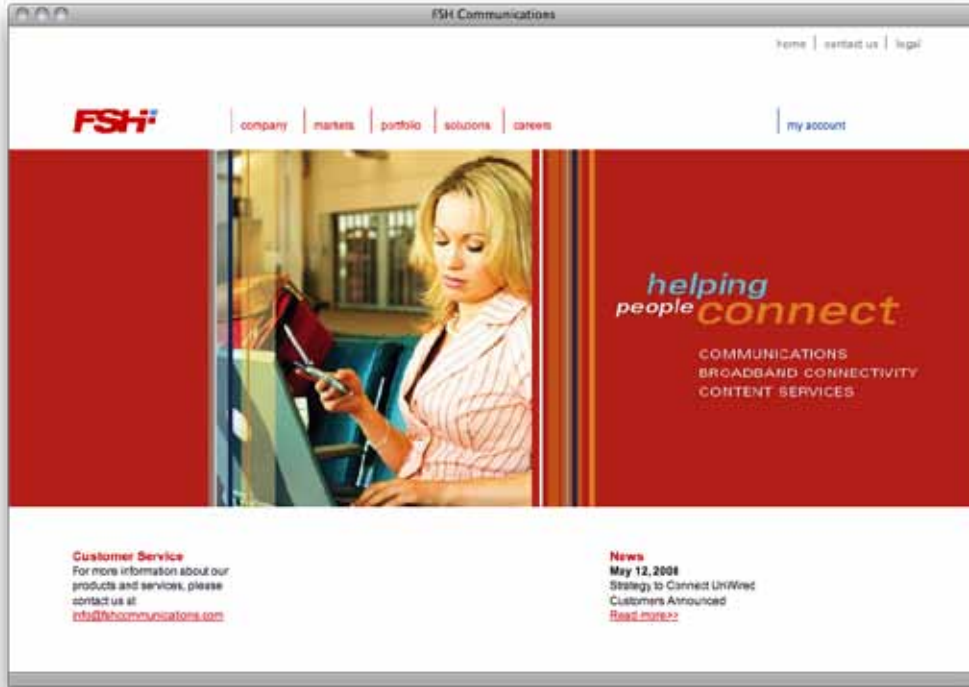


upshift

New identity and brand refresh help an old telecom player communicate in new markets.



challenge

FSH Communications is a telecom provider that serves every state in the Western US—over 1.2 million square miles of territory—and has over 39 million people and 20,000 distribution partners within its service area.

As an outgrowth from the Bell breakup, they inherited a dated, unprofessional brand identity. Therefore, UpShift was hired to update the logo, unify all communications, and develop a professional, polished web site.

solution

We developed a logo that is solid yet active, with all-caps italic typography that works across a wide variety of platforms—from very tiny and one-color applications (phone cards, pay phone faceplates, promotional items) to large scale uses (billboards, service trucks).

To strengthen the presence of the new logo, we utilized the red and blue “digital dots” from the logo across various communications for photos, callout boxes and in graphs. Colorful, animated lines that look like phone wire were implemented on the site and in ads.

results

Our branding work took FSH out of the 1970s and provided them with a cohesive and polished brand identity that helps them be a stronger player in the telecom industry.

With a stronger brand identity, they were able to present a clearer idea of their capabilities as they expand into new vertical markets.

industry

- consumer goods
- technology/telecom

deliverables

- logo/identity
- marketing collateral
- web site design