



Business start up require a corporate identity



Internet security experts require a fresh new brand for their newly formed company

Anderson Baillie's design services created the Ambersail brand placing them at the forefront of Internet and Application Security.

Two senior Ambersail directors approached Anderson Baillie to create their corporate brand following their break away from Xinetica, where they had previously utilised their creative and business growth services.

As a starting point to brand development, Anderson Baillie ran a dedicated brand audit workshop to explore the market, it's challenges, conditions and business values. This in-depth audit forms the foundation for creating a suitable brand and set of propositions for the client concerned.

Prior to arriving at Ambersail as a name and brand, the Anderson Baillie brand methodology allows for exploration into the name meanings, the fitting of the name into the culture of both internet security and the company together with an analysis of how it would work nationally and internationally.

Following the launch of the new Ambersail brand, Anderson Baillie produced brand guidelines, stationery, corporate collateral and the designs for their corporate website.

Ambersail continue to work closely with Anderson Baillie and since the brand and launch have strengthened their relationship through becoming an Internet Security Partner to Anderson Baillie. Anderson Baillie continue to offer business growth advisory assisting in the success of the Ambersail business.

Design capabilities offline and online

Anderson Baillie create a strong Internet security brand and follow it through with their business growth methodology to ensure business success.

For a full overview of our Business Growth services visit www.andersonbaillie.com/design

Jon Morris, Managing Director, Ambersail comments:

“Anderson Baillie continue to perform an excellent job – understanding our requirements and rapidly producing high-quality assets to assist our entry into a complicated and established IT security marketplace. Their enthusiasm and experience enable us to develop practical, cost-effective and, above all, successful marketing strategies to hit the ground running.”

Charles Edwards, Account Manager, Anderson Baillie comments:

“When working to achieve a new name and brand for a company, particularly a start up, it is necessary to live and breathe the market concerned to experience all that it may throw at you, ensuring that the chosen brand and name will fit under a multitude of eventualities, in this case Internet Security Application Testing”

Ambersail brand collateral



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