

## THE CLIENT

### Adopt Technologies

adopttechnologies.com

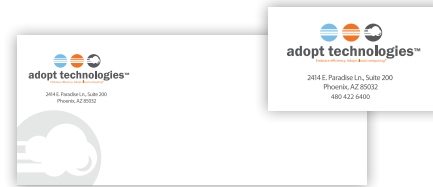
Adopt Technologies hosts and manages its customers entire IT infrastructure, thus eliminating their need for servers, and delivers their entire work computer to them anywhere in the world on any device with an internet connection.



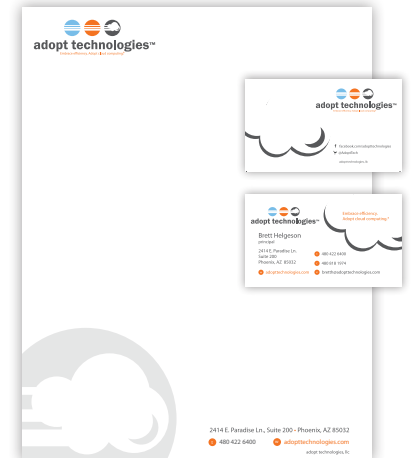
new logo



original name + logo



new envelope + address label



new business identity

## TESTIMONIAL

*"THE RESULTS OF OUR ENGAGEMENT WITH TANYA AND MISS DETAILS DESIGN EXCEEDED MY EXPECTATIONS. THE RELATIONSHIP, COMMUNICATION, PRE-PLANNING, DESIGN DEVELOPMENT AND DELIVERABLES REALIZED FROM THE PROCESS RESULTED IN A BRAND TRANSFORMATION THAT WE NEVER WOULD HAVE COME CLOSE TO ACCOMPLISHING WITHOUT TANYA AND HER FIRM."*

B. HELGESON, PRINCIPAL  
ADOPT TECHNOLOGIES

## THE TARGET MARKET

**Original:** Everyone

**New:** Construction industry  
Accounting firms + CPA's

## CHALLENGE

Founded in 2003 Directrix was a traditional IT solutions company. Overtime the company core focus shifted to virtual desktop and cloud computing services. With new ownership the decision was made to remove traditional IT and focus on cloud. Even though Directrix had been providing these services the company was not known in the Arizona market. Throughout the years the brand image had been diluted with non-standardized marketing material, multiple logos, colors and looks. There needed to be a strong coherent and memorable brand in order to move forward and become the gorilla in the Arizona market.

## STRATEGY

MDD began with an in-depth review of the company's marketing materials including both online presence and offline. Once the current situation was assessed MDD provided Directrix with a strategy to move forward which included naming and tagline brainstorming and bringing in a marketing company specializing in their industry to provide a communication strategy once the rebrand was completed. Through our process we found that the target market was not that of companies currently embracing the cloud, but those that had not yet made the switch.

## BRANDING CASE STUDY



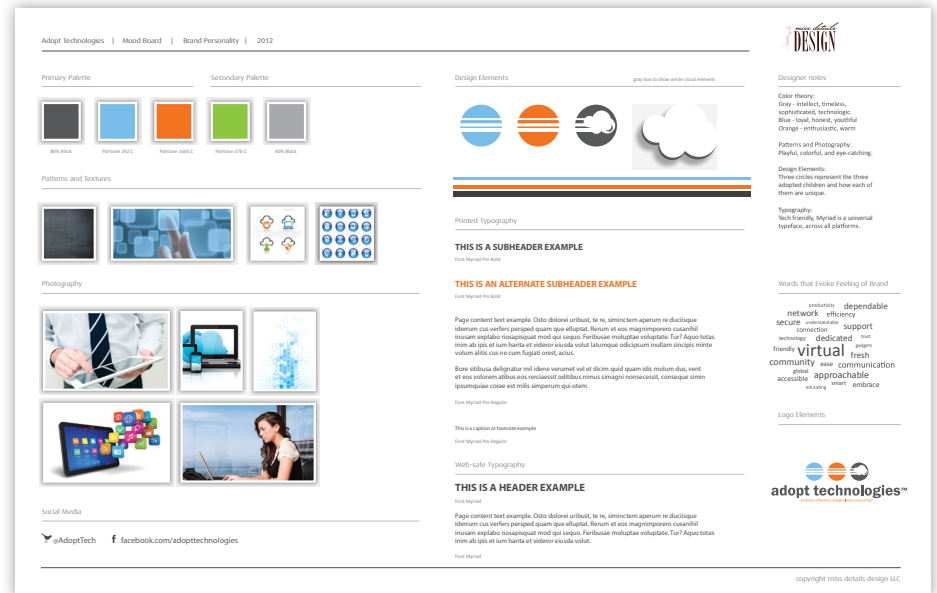
## RESULTS

The company became Adopt Technologies with a new tagline of “Embrace efficiency. Adopt cloud computing.”

“Adopt” by definition means “to embrace, accept, choose, take up and practice or use,” this name was unique but also broad enough as not to limit the company with the next disruptive technology that came along.

The logo reinforced the benefits of the cloud being able to work in may “spots” or locations as well as the movement of the mark references the agility and speed that all companies desire. The three circles personalized the story of the company further representing the three children that the owner had adopted adding a connectivity to the company that he embraced.

The overall look and feel of the brand is friendly, approachable, clean and modern. The colors and imagery are professional with bright accents. MDD created new brand identity, mood board, internal and external facing collateral and also consulted with their current web company on the new site.



new moodboard



before



after

new website

## CONTACT US

We invite you to contact us and see what Miss Details Design can do to transform your brand.



new brochure