

THE CLIENT

Arizona Tech Council

aztechcouncil.org

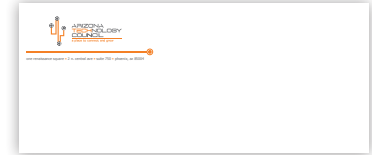
The Arizona technology Council is Arizona's premier trade association for science and technology companies. The Arizona Technology Council was established in 2002 and was founded to connect, represent and support the state's expanding technology industry.



new logo



sub brands



new business identity

TESTIMONIAL

"WORKING WITH MISS DETAILS DESIGN HAS BROUGHT THE COUNCIL TO A NEW LEVEL OF CREATIVITY AND STRATEGY. WITH ENHANCED FOCUS ON THE VALUE OF THE COUNCIL AS OPPOSED TO SIMPLY BRANDING SPECIFIC EVENTS, MISS DETAILS DESIGN HAS HELPED ESTABLISH AZTC AS THE REPRESENTATIVE ORGANIZATION FOR THE NEEDS OF TECHNOLOGY BUSINESSES IN ARIZONA."

ARIZONA TECH COUNCIL



THE TARGET MARKET

C-level and other key executives within state-wide science, technology and supporting businesses who are aware of (or can be made aware of) business pain they suffer which can be solved by improved business practices and resources.

CHALLENGE

In the past, marketing the value of the Arizona Technology Council itself (events, exposure, advocacy and resources) was often overlooked. They were challenged with gaining relevance and recognition in the local community and showing the global reach and value of the entire Council. They also needed to bring all of the sub brands of the Council (mostly different signature events or event series, such as a weekly 'Lunch and Learn' program) under the Council's umbrella without diluting the brand.

STRATEGY

The Technology Council is a place for people and companies to connect and grow locally in Arizona, as well as a way of connecting Arizona companies with the global community. To get a good understanding of the brand, we familiarized ourselves with all sub brands, events and collateral. The logo design as well as all new branded collateral reinforce the concept that the Arizona Technology Council is a place to connect and grow. Patterns and textures represent the fast paced, organized, and beautiful nature of technology. The imagery implies movement and abstract connections. The nodes in the logo represent connections that the Council creates and this concept is carried through all designs.

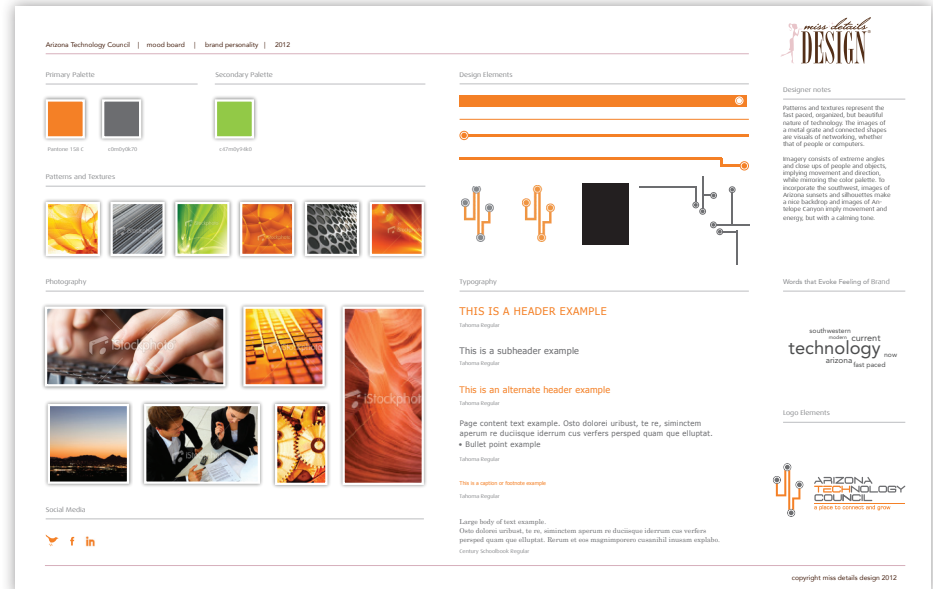
BRANDING CASE STUDY



RESULTS

The overall result of the rebrand is a sense that the Council is forward thinking, modern and tech savvy.

The designs are unique to Arizona without being cliché and bring a fresh and memorable look to this 10 year old Council. Membership has grown since the new branding strategy and identity were implemented. Feedback from members previously engaged with the Council has been overwhelmingly positive. Having the sub brands woven into the overall brand identity helps the Council reinforce to its member its ownership of its signature events and initiatives.



new moodboard



new signage

CONTACT US

We invite you to contact us and see what Miss Details can do to transform your brand. Soluptatiae vel iur, tent latus dolestius qui in con nossum venis excerferrum illorumet voluptisi officit officilis estrum faccus ut aspit endelit laccus commolo raepudi piendit volum quostio.



new ads