

MediaEngine

Verbal identity

Background

MediaEngine is a company set up in 1998 and based in Austin, Texas. It offers integrated solutions for marketing management and media production to important companies such as Dell Computers, InfoSTEP and Toyota.

The company started off on a unique, innovative note, and developed and established a new organisational metaphor right from the beginning. The concept of 'modular agency' was proven successful very soon and the company has been growing constantly ever since.

Challenge

After working with the customer to assess the corporate identity and identify a number of clear, specific elements at the level of the brand platform, Grapefruit pointed out the lack of several visual and verbal identity elements that would support the dissemination of the advantages offered by Media Engine over its competitors.

Solution

The verbal identity elements developed by Grapefruit include the unification of all the ways in which the company name - MediaEngine - was displayed, the slogan - 'Infinite versatility. Zero exhaust.' -, the product name - WebChassis -, and the company communication style and register used in both printed and electronic media.

