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Revamped brand identity for JustTechJobs

Iasi, 14 martie 2003-Grapefruit Design revamped the brand identity for JustTechJobs, one of the main IT job markets online in the United States.

The new identity symbolically represents the people who populate the targeted niche, combining the pride of belonging to a techie elite, the sharp sense of humor and the self-irony that are characteristic of top IT pros. Beside the redesign of their web site (by Grapefruit Design), the new brand identity is part of a rebranding process meant to propel JustTechJobs.com on the top spot in its market segment over the next years.

Launched in 1998, JustTechJobs.com (www.justtechjobs.com) acts in one of the most competitive and dynamic high-tech work markets, next to Dice.com, CNet.com, ZDNet.com and ahead of Moster.com (in this particular niche). JustTechJobs covers over 40 super-specializations, from ASP, C++ and Delphi to SAP, wireless and XML.

Grapefruit Design (www.grapefruitdesign.com) is an identity and new media consultancy based in Iasi, Romania. The client list includes large Romanian companies such as Connex (Mobifon SA), Mercury Research and Siveco Romania, as well as international clients like Lane15, The Cayenne Group and Language Computer Corp.