

# Globalize Project

- An entrepreneur contacted faceLift Designs for help branding his new international consulting firm. He needed a name for his venture, a tag line to summarize the firm's services and a logo that would represent his corporate identity.
- faceLift's staff first created a list of possible names for the new firm. After a few brainstorming sessions, we provided the entrepreneur with a short list of options – he chose our favorite – Globalize – because it identified his mission – to help companies develop international.
- Once the name was chosen, we worked on the tag line. Since the new venture was focusing on business consulting – specifically helping businesses expand internationally – we developed the phrase – “Business Solutions for the International Economy”
- We next created the logo. The compass was included to invoke the international aspect of this venture. The color blue was chosen because it is a corporate color that represents intelligence and confidence and wealth. Brown was chosen because it represents earth – another reference to the international focus of the firm. Finally we used a clean crisp font to highlight the forward thinking identity of this company

