



Corporate Identity

# Corporate Identity

TrackView Communications are fast becoming the leading European developer of software products and services for the vehicle telematics industry, providing end user customers with vehicle tracking & communications turnkey solutions. To help achieve this aim, TrackView wanted to re-brand their company, adopting a new identity that clearly communicated the company's position and future vision.

Anderson Baillie answered this brief via a consultative re-branding process, resulting in a new brand that provided visible differentiation between TrackView's service and product offerings.

## Branding and Design

Stunning imagery and aligned typography were the bedrock of this distinctive corporate identity for Trackview.

For a full overview of our Corporate Identity services visit [www.andersonbaillie.com/design](http://www.andersonbaillie.com/design)

