

# Blue Skies Ahead on the Auto Finance Horizon

Focus Design has just completed a brand identity program for a new online finance company, "blue sky auto finance." Because most auto finance companies lack sophisticated branding, relying only on hardcore sales of direct mail and telemarketing, Focus Design helped blue sky take a different path by breaking into the market with memorable, high impact, branded communications.

The challenge of the logo design was to bring a fresh look into the market and to do so with a visually orchestrated symbol that conveys the positive nature of securing an auto loan, even for those with difficult credit issues.

Focus Design created the symbology incorporating the cloud formation to carry the auto component of the brand, and to play on the theme of blue skies and clouds into cars, with "auto financing" as a second-tier in the communication. The company really wanted to brand "blue sky" as a differentiation from mere "auto financing" which is offered by many other firms. The use of lower case typography provides an Internet feeling of an online oriented company, and is stacked to break the horizontal length of the long name.

Communications for the new brand identity are now being implemented throughout the company's website, print, promotional items, and advertising materials.

Established in 1997, Focus Design is an award-winning brand communications firm that develops strategically driven design and advertising solutions for consumer and business-to-business applications. Focus Design provides exceptional creative work in strategy development, identity, print and package design, advertising, Websites, direct response, event and exhibit design - all directed towards building greater awareness for our client's brands.

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Website Application Detail