

Branding and Website for Cyber Security Leader

A new brand strategy and platform helps capture growing market demand and reposition company as industry leader

Overview

The Need

Coalfire, an IT compliance leader, was looking to expand their market share of enterprise clients. They needed to look and sound like the security experts they were, and gain a stronger foothold in the healthcare and cloud services industries.

The Solution

Crafted language to refine their offerings and position the company as a cybersecurity leader. A new brand look and feel provided a cleaner presentation.

The Benefit

The company was able to leverage their newly branded marketing messaging to capitalize on the fast-growing cyber security market, quickly securing over \$200 million in private equity capital.

Founded in 2001, Coalfire built a strong business based on IT compliance auditing. Over time, security risks increased and compliance mandates failed to keep up with the complexity of evolving technologies. Coalfire saw an opportunity to expand on their IT security and technology background by positioning themselves as a cyber security advisor for a variety of industries, and a chance to capture additional market share in the process.

The Strategy

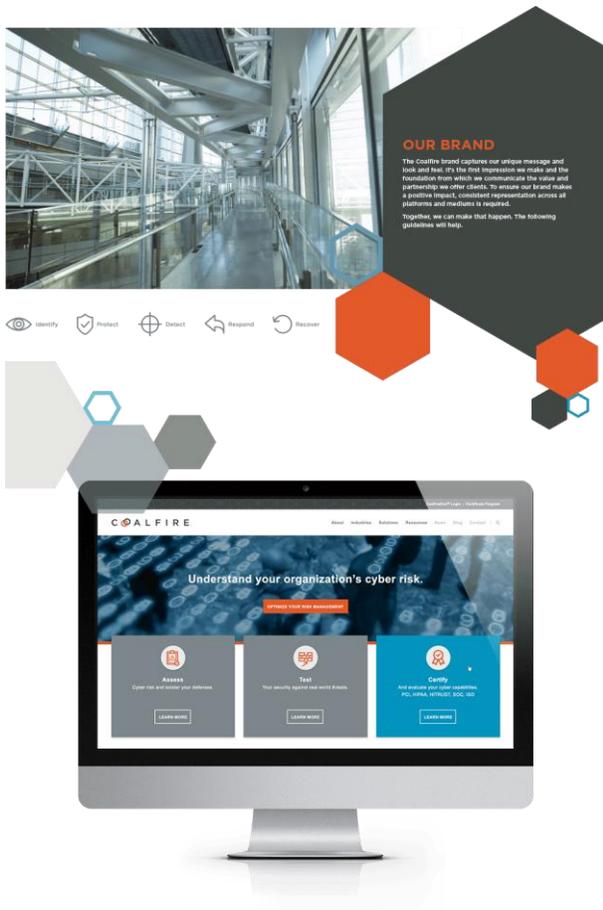
The company needed to look and sound like the security experts they are. Using client interviews for research, I created personas, new messaging architecture, new website, new messaging architecture, new product naming and structure, and finally, a new visual identity and logo. I then moved on to more granular supporting pieces, including brochures, sales collateral, trade show booths, and more.

Before and After



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The new logo's prevailing mark – the hexagon – was chosen because a six-sided polygon is one of the strongest naturally occurring shapes. In nature, these structures are phenomenally secure and highly efficient. Similarly, Coalfire's cyber security solutions, and the consultative partnerships they're based on, are fortified, efficient, and dependable.

Benefits

The emphasis on form and function anchors Coalfire's brand across many media, setting the company up for its desired market growth and visibility. By updating and simplifying their company story, they had a strong investment story to tell, and were able to secure \$200 million in private equity capital.

Using the new CMS, the enterprise .NET solution Kentico with Pardot integration, I was able to leverage the newly branded website and social media accounts to help promote content. Search visibility improved, sending 31 percent more traffic and a 200 percent increase in ranking keywords.