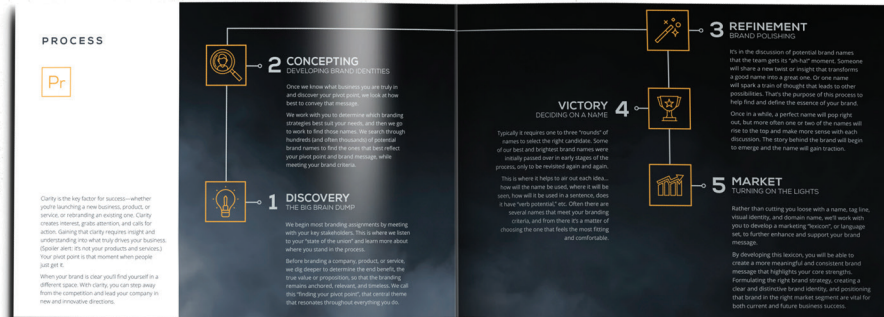
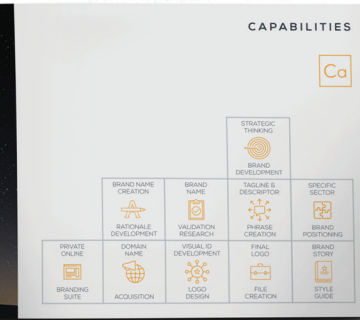
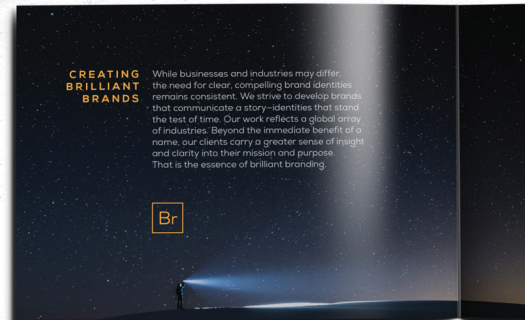




TUNGSTEN

UNGSTEN





TUNGSTEN



THE
ELEMENT
OF CLARITY

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The last thing
a brand should battle
is itself.



HISTORY



After seventeen years of running a full service advertising firm in Tampa Bay, Tungsten founder Phil Davis hit on a thought. *“Why not create an agency that focuses on brilliant branding so that companies don’t have to compensate with expensive advertising and marketing?”* Rather than spending hundreds of thousands in media buys, what if companies were so well named, aligned, and branded that the marketing “drag coefficient” was reduced significantly? In other words, what if the brand could speak for itself rather than being corrected, explained, and sold to consumers?

The Result is Tungsten. The name comes from the filament in the light bulb, the one that Thomas Edison found after trying more than a multitude of other materials. It’s a unique metal, one that can absorb a lot of energy, and translate that energy into light. It’s that light that provides insight and clarity. This is the perfect metaphor for what we do—allowing you to gain a clear understanding of just who you are, what you do, and how you do it differently than anyone else.

STRENGTH



Tungsten is brand name development agency focused on clarity. With an industry proven team and a network of expert partners, each project is assigned to a group of specialists, depending on the needs of the engagement. For instance, while the main body of work is done by the most experienced members of our team we may also employ one of our trademark attorneys, a linguist, and a market research specialist to assist in getting the job done. We believe the best results are forged from experience and immersion, which that cannot be outsourced.

CREATING
BRILLIANT
BRANDS

While businesses and industries may differ, the need for clear, compelling brand identities remains consistent. We strive to develop brands that communicate a story—identities that stand the test of time. Our work reflects a global array of industries. Beyond the immediate benefit of a name, our clients carry a greater sense of insight and clarity into their mission and purpose. That is the essence of brilliant branding.



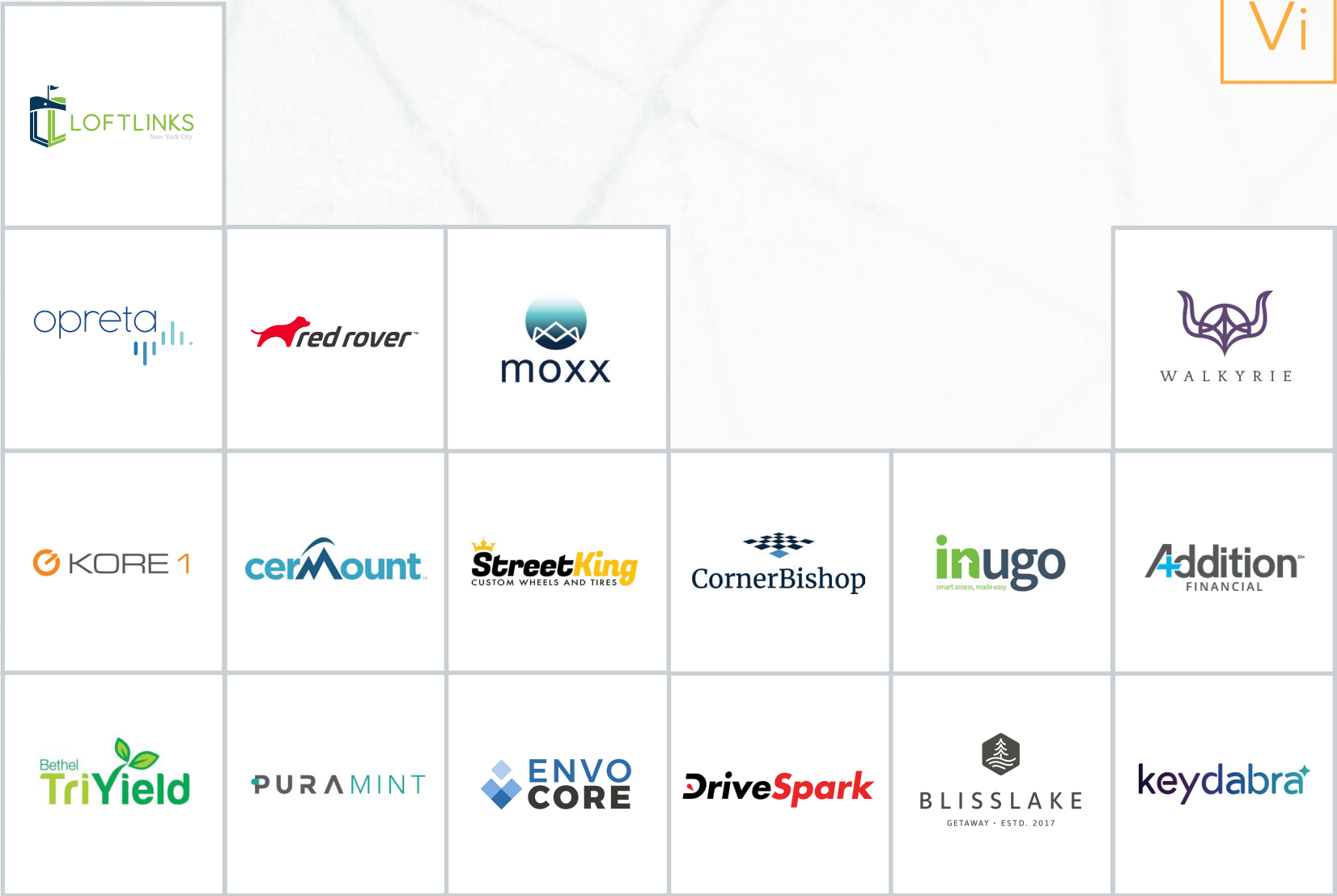
CAPABILITIES



VERBAL STRATEGY



VISUAL STRATEGY



METHOD



We've named more startups, IT firms, business services, consultancies, and other things medical than any other branding agency. At last count we have more than 500 company names to our credit. It's this wealth of experience that we draw upon to help create ideas while avoiding common pitfalls.

Our approach is based on attributes rather than products & services. By aligning with an attribute vs. a product, you can expand and grow your company in exciting directions. Rather than compete as a known commodity, you can succeed as a vibrant brand. Whether the corporate name serves a more foreground or background role, it's important to keep in mind that the main goal is to create a name that reflects the organization's overall mission, purpose, and message. We refer to this centralized thread as the company's "pivot point." By defining and aligning with your pivot point, you will create a more powerful and congruent brand message—one that not only communicates your core capabilities, but also provides direction for future company growth and development. The best corporation names are tied to core attributes or enduring principles, brand names that will remain timeless and relevant no matter the change in product and service offerings, names that can work actively or passively.

PROCESS



Clarity is the key factor for success—whether you’re launching a new business, product, or service, or rebranding an existing one. Clarity creates interest, grabs attention, and calls for action. Gaining that clarity requires insight and understanding into what truly drives your business. (Spoiler alert: it’s not your products and services.) Your pivot point is that moment when people just get it.

When your brand is clear you’ll find yourself in a different space. With clarity, you can step away from the competition and lead your company in new and innovative directions.



BRAND BOOK

At the heart of every great brand is a story. It comes from the founder's heart or the corporate mission and mandate. Capturing that raison d'etre, the very reason for being, is crucial to inspiring and motivating your people with passion. As part of our process, we help make sense of your story, put pieces in place, create the story arc, and fill in the chapters. We do this both figuratively and literal, with a glossy hardbound book telling your story and showcasing your message. From brand messaging to design implementation, you can think of this as your brand's owner's manual, the keys to your success, all spelled out for all to see.



BRAND IMPLEMENTATION

The best brands communicate consistently across all formats, from letterhead to social media platforms. From ideation to actual execution, Tungsten ensures that your intended brand messaging and positioning actually works, in the real world, in tangible ways. We won't just leave you with a .zip file and best wishes. We'll provide you and your team with best practices to showcase your brand in the best light.



CLIENT SHOWCASE



Project Overview:
Brand Discovery
Name Concepting
Company Name Creation
Corporate Logo Design
Brand Style Guide Creation
Domain Name Acquisition

ADDITION FINANCIAL
A regional credit union re-brand that really adds up.

When CFE Federal Credit Union came to us, they had a number of branding issues. First, they were expanding beyond the geographical bounds of Central Florida. Second, they were expanding their client base beyond educators. Third, they were changing their charter to a state one vs. federal. Fourth... the name was just too long. They needed a new image that would retain some of their heritage of serving educators without being so literal, descriptive and confining. They need a short name that would sum it all up.





Project Overview:
Brand Positioning
Brand Discovery
Brand Facilitation
Name Concepting
Company Name Creation
Tag Line Creation
Corporate Logo Design
Domain Name Acquisition

PODS
The brand name that launched a company and an industry.

When first meeting with PODS company founder and president Pete Warhurst, the immediate goal was getting from 70 “boxes” rented to over 100 in use. The problem was that the existing name “Portables” was creating confusion and inhibiting sales. It required five to ten minutes on the phone to explain that these new mobile storage units were not outhouses, or portable classrooms (both of which had negative connotations). This was clearly not scalable if the company was to grow. They needed a more intuitive name, one that spoke for itself, one that sounded “container-ish”. Hidden in all of this was a golden opportunity. If the name could capture the essence of this new service, it could become the household word, the “Kleenex” of the industry.

CLIENT SHOWCASE



Project Overview:
Brand Positioning
Brand Discovery
Brand Facilitation
Name Concepting
Company Name Creation
Domain Name Acquisition

RALLY HOUSE
A retail sports apparel rebrand with fanatical results.

When the owner of KansasSampler.com came to us, he had a good problem. Sales of his sports-based fan merchandise had climbed so steadily, he wanted to expand the concept to other markets—specifically Texas. The problem? His then company name limited him to a single state and a handful of teams. He needed a name that would score big nationwide, excite his fan base and serve as a call-to-arms.






Project Overview:
Brand Discovery
Brand Facilitation
Name Concepting

DOUBLE CROSS VODKA
A premium vodka brand that defies the rules.

When the team at Double Cross first came to us, they had an engaging assignment—to capture the essence and spirit of a luxury vodka, produced at a family-run distillery, in a 13th century village in the foothills of the Tatra Mountains of the Slovak Republic. What’s more, the name had to be clear of any potential trademark issues, and had to speak to both contemporary and traditional audiences.

CLIENT SHOWCASE




Project Overview:

- Brand Discovery
- Name Concepting
- Name Creation
- Corporate Logo Design

BAGSTER
A retail product brand name with the perfect handle

When a PODS franchise client needed a new name for a storage product he discovered, he knew the place to come. We worked collaboratively with both him and the couple that developed this novel idea—foldable storage bags that could be bought at a big box store, filled with debris, and hauled off for easy disposal. We brainstormed a number of great names... one of our favorites was Hopper! (Imagine a green bag called the Hopper with a smiling frog.) Another one on the short list was “Towster” —emphasizing it’s ability to be whisked away. That name lead the client to hit on Bagster, the eventual winner.





Project Overview:

- Brand Positioning
- Brand Discovery
- Brand Strategy
- Brand Facilitation
- Name Concepting
- Tag Line Creation
- Domain Name Acquisition

OMNISCI
A major rebrand for an IT company with global appeal.

When the leadership team at MapD came to us they had a double whammy of a problem. Not only was their current name based on a product-specific acronym (Massively Parallel Database), but it was also misleading since their expanding analytics platform was not confined to just GIS or mapping solutions. In fact, the company’s vision had evolved and significantly broadened in its first five years of business. The original platform expanded well beyond being just a “database” and was now being utilized by the Department of Defense and other businesses and agencies needing extreme speed and insightful analytics.

CLIENT SHOWCASE



Project Overview:

- Brand Positioning
- Brand Discovery
- Brand Facilitation
- Name Concepting
- Company Name Creation
- Tag Line Creation
- Domain Name Acquisition

TEAMLOGIC IT
A national franchise brand name that’s altogether different.

When Franchise Service (owners of Sir Speedy® and PIP Printing®) approached us to brand their new IT business, they needed a name that would resonate with both the end users as well as potential franchisees. After examining the different naming strategies, we decided that “Positive Connotations” would work best for this brand (aka evergreen or perennial). This is a strategy that works well for a number of businesses.





Project Overview:

- Brand Positioning
- Brand Discovery
- Brand Strategy
- Name Concepting
- Company Name Creation
- Tag Line Creation
- Domain Name Acquisition

UPOURIA
A consumer product rebrand that flows off the tongue.

When a client comes to us with an outdated, misleading or product based brand name, our inner naming geeks light right up. We’ve witnessed the ah-ha! moments when we present great names that outshine their current brand. This case was different. The client, Eden Gourmet Syrups, not only had an established legacy name (the founder’s surname was Eden) but it possessed that rare match up with the brand’s attributes, i.e. luxurious, mysterious, abundant, alluring, tasteful, tempting, etc. They produced a comprehensive line of coffee & tea flavorings and other taste enhancers. With just four letters, Eden was a great name with a great feel. There was just one problem—they could no longer use it due to trademark issues. They needed a name that was as good as the great one they had.

TESTIMONIALS



[Tungsten] set high expectations for themselves and supported us even when challenges required speeding up the project.

*Founding Partner,
Guidacent*



Tungsten Branding not only excels at their work, but also makes the process a pleasant experience.

*President,
TeamLogic IT*



I got a real sense that [Tungsten] truly wanted what was best for my company.

*CEO,
Healthcare Services Platform*



Our name is a great conversation starter for me to talk about how I'm different from other firms.

*Founder,
EmberHouse*



[Tungsten's] workflow is extremely collaborative, which saves on time and effort.

*CMO,
Harmony Brands*

[Tungsten] inspires powerful thinking about the value of a brand and how the audience will receive it.

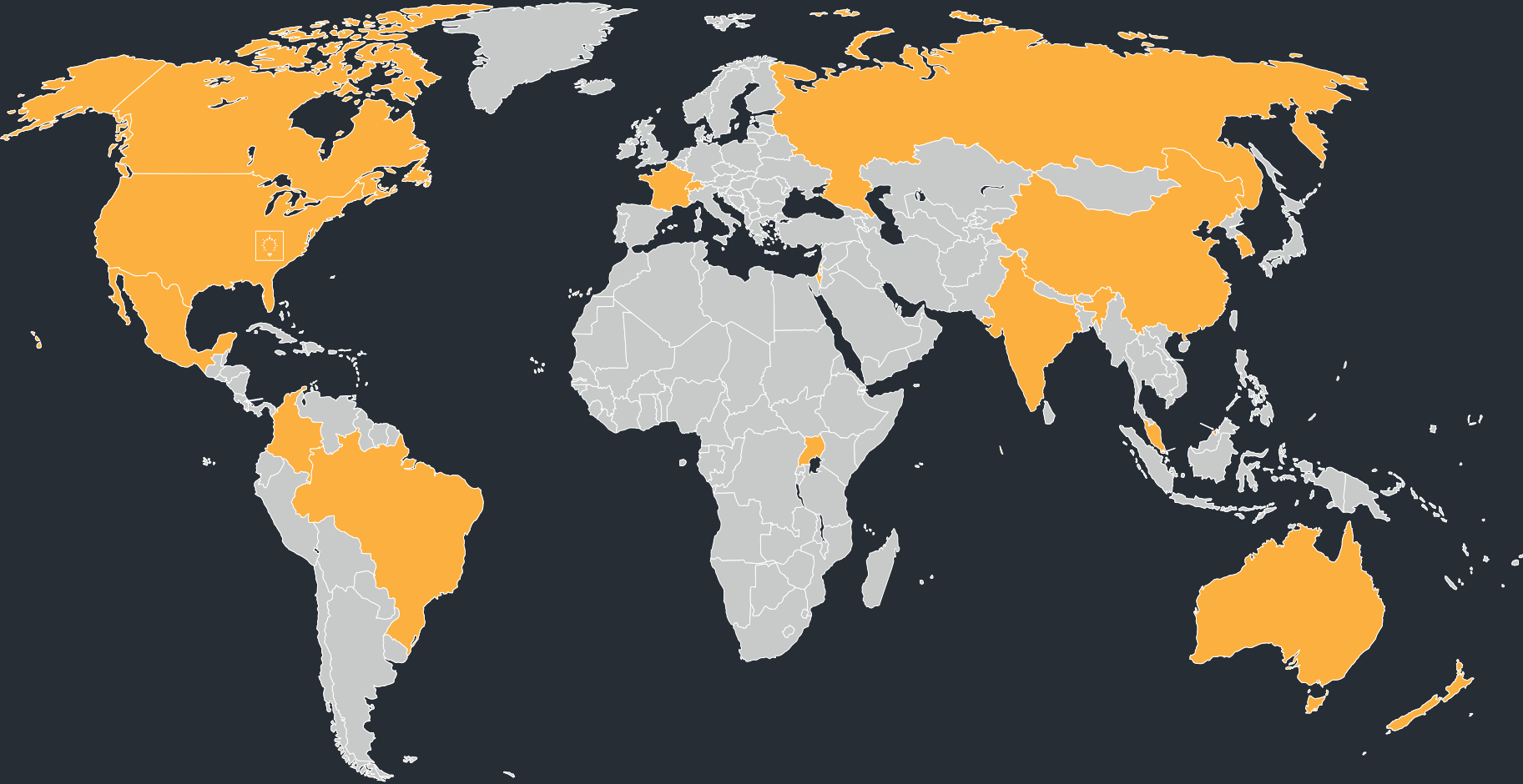
*VP Marketing,
Cermount*



[Tungsten] felt like an extension of our team.

*CEO,
Keydabra*

INTERNATIONAL REACH



1Rivet	Canary Insights	Ferguson	LaserTapestry	Polaris	StreetKing
10Connects	Cat Cafe	Finivi	Liazon	Polyvance	Stridekick
AbleStar	CenterBranch	FireTag	LightHouse Student Ministry	PrivatePlus	Stryden
Addition Financial	Cermount	FourBridges	LoftLinks	Production Inc	Styliaque
Advanas	Cerora	FreedomPeak	Lumagate	Progresso	SupplyAmerica
Advancis	CharterStone	FreshCommerce	Lumagent	Prolana	Sympova
Advantas	CircleBright	GangUp	Lumenis	Proleva	Tact Product Development
Allmera	CircleDog	Gardens For Living	Luxero	Protaris	Tangelo
Altacent	CircleSummit	Gate6	MaxAvenue	Protofuse	TeamLogicIT
AmericaStrong	Claricent	Gavii	McKibbon Hospitality	PuntoMio	Terracova
AO Smith	CogHead	Geocruncher	MedalCrest Homes	Puramint	Thrivent
Applied Progress	CollegeSpring	Gigger	Merrill Resources	Q Medical	TitanHouse
Arbor Mills	Comzon	GiveBake	Microstrategy	Quaker Houghton	TKO Surgical
ArcherHall	Conigent	Gizbot	Montivo	RainFrog	TouchGrid
Arras	CopperLogic	GrayArmor	MoveSpring	Rally House	Trading Block
Aspen Pointe	Corbelis	Graynium	MOXX	RangeRunner	TrainHigher
Auris Marketing	Cordia	GreenPeg	Mt. Washmore	Red Rover	TrendRebublic
Avanta	CornerBishop	GroupBuy	My Baby Compass	Reliage	TrickleStar
Avumo	Corserve	Guidacent	My Favorite Season	RestoreWorks	Triia
Axtin	Crewbody	Guidium	NativePlanet	Revecent	Triple20
Bagster	CrewMetrics	Harbor House Crabs	NectarSuite	RhinolInteractive	Trivanta
BeaconPath	D.A.W.G.S	Harmony	Nervana	Ricova	TriYield
Bellesoma	Dale Jarrett Racing	HarmonyCare	NewFossil	RingRover	Trubiquity
Bethel Farms	DawnBio	Homefield	NewHammer	Rivion	TruOptions
BigEarth	Dayscape	Hopper	North Cliff	RoamRight	TruZen
BlissLake	DegreeMap	HudsonPilot	Nurticolor	Roosters Paint	Tungsten Wealth
BluAxis	Delmosa	Humigent	NurtureCare	Rosetta	Two4One
BlueCurrent	Delosi	Illuma Group	Nuventra	Sabio	Upouria
BlueFin	DirtDrain	Illumus	Nvea	SBCP	Vantius
BluePrince Monarch	DotPots	Incupoint	OctaneOne	ScanTag	VantageKnight
BoldSky	DoubleCross	Inktone	OfferJar	Scriba	VectorRock
BoogieBears	DriveSpark	Inugo	OmniSci	SeaOfDiamonds	Venterra Consulting
Boomerang Hotels	EarlyMoments	Ion Agency	OneIndia	Securitite	VimVoo
Bossmark	Earthly Beauty	Jamboroo	OneLily	SharpBean	Virtuoso
BrainSpa	Egarda	Japan Tobacco Int'l	Opreta	Sierra	VisionPoint
Brand Marshal	EmberHouse	Jigsaw	Paradigm	Skedattle	Walkyrie
Bright Eyes Uganda	Emisstar	JobNoggin	ParkPlace	SmartAvenue	Wellmera
Bright Owl Insurance	EmpowerHope	Joe Rico's	Parkworth	SodStar	Winpoint Financial
Brightpath	EngraveStar	Juniper	PayDog	Sorbet Capital	Zernet
BrightPipe	Envocore	Kaszazz	Peachstone Capital	Spruce	
Brillium	Eon	Keydabra	PeakLiving	Stackers	
Bumbl	Evergrate	KeySpring	Pisgah PAWS	Starmark	
Calm Coyote	Exult	Kiva	PlanetMetrics	Stowbee	
Camberview Partners	Feminess	Kore1	PODS	Stratacent	

BRILLIANT BRANDING PODCAST



“Brilliant Branding” shines the spotlight, and provides valuable insights, into the most common, and frustrating company identity issues facing startups, entrepreneurs, consultants, and even established business owners. Topics address timely issues such as effective naming strategies, smart logo design, tips for trademarking, clear brand messaging, engaging social media and reputation management. We take a deep dive to uncover the “pivot point” of an organization, the “why” behind each business to help build a more clear, cohesive and compelling brand image.

Guests include authors, industry thought leaders, linguists, graphic designers, digital strategists and other experts to provide a holistic approach to building your brand. If you have ever struggled to explain or clarify your business, this show will supercharge your identity so you can outshine your competition.

Wat^{son}tson

CONDUIT OF CLARITY

Brand Clarity Workshop

With Clarity Comes Confidence

Great brands are built on clear identities, but most companies suffering from multiple personality disorder. They either attach their identity to their current product or service line. Or they “focus” on multiple attributes such as quality, innovation, speed, service, reliability, etc. In trying to be all things to all people, the brand becomes conflicted and confusing. This need for clarity and core focus is what drove us here at Tungsten Branding to create the Wattson Brand Clarity workshop. We work with you and your team to discover and answer the following:

What business are you really in?
(Hint: It's not your current products and services)

What is your “pivot point”?
(The driver behind all you do)

What is your secret recipe?
(The Colonel had one, and so do you)

Workshop Benefits

Clear Vision Requires A Clear Perspective

Come join us in the pristine Blue Ridge Mountains for an immersive, three-day retreat designed to sharpen and clarify your vision. Each work session is designed to address, determine, and further define key elements of your company identity. You will leave with a complete picture and a deeper understanding of your brand purpose. Each workshop is tailored to give you the tools to better evaluate and determine your future direction.

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