

RE-ENVISIONING *Clarity*

About Clarity

Clarity PR was founded in 2013 to support London's burgeoning startup community, a bright spot in an otherwise bleak economy. Quickly building a reputation as experts at elevating awareness of fast-growing technology companies, the company grew quickly, too. Soon, Clarity had additional offices in Berlin and New York. And in August 2018, Clarity made its first acquisition, establishing a foothold in Silicon Valley.

The Situation

For five years, Clarity evolved, expanding to new geographies, adding capabilities and building its own proprietary technologies.

With all that change and growth, it became clear the old branding no longer accurately represented the company.

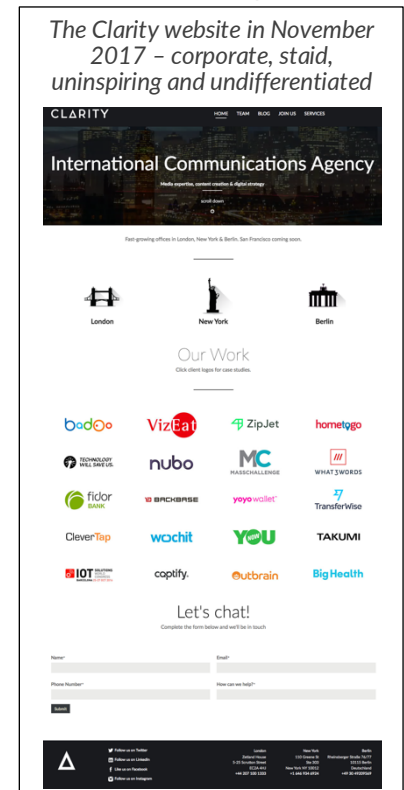
An overhaul was needed, and the new brand needed to capture the characteristics that make Clarity special:

- Our energy
- Our dynamism
- Our entrepreneurial spirit
- Our boldness
- Our warmth
- Our friendliness

The Inspiration

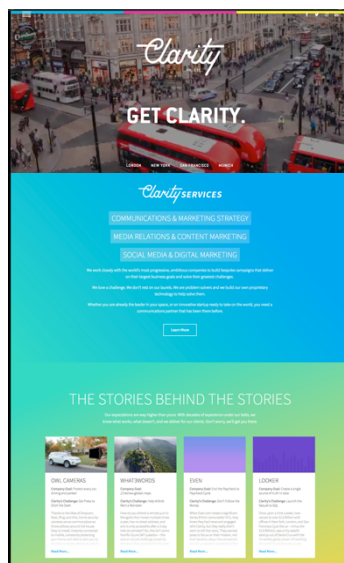
Instead of looking to other PR agencies, Clarity's design team drew inspiration from B2B companies that are disrupting entire industries. These companies were breaking free of the typical corporate visual branding and instead reflecting identities more in line with consumer brands.

The Result



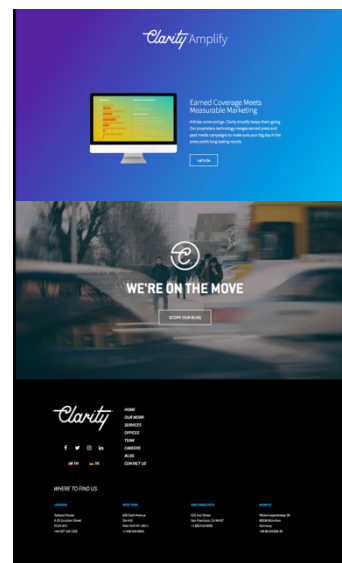
It's bold

It's vibrant



It's playful

It's human



(just like we are)



CLARITY PR

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