

Redefining the logistics business

- + Brand Research
- + Brand Strategy
- + Simplification
- + Brand Architecture
- + Corporate Identity Design
- + Naming
- + Brand Evangelism and Training
- + Internet Strategy and User Experience Design
- + Brand Collateral Development

Awards

- + Rebrand 100 Merit Award
- + Creativity Awards Silver Medal

Representing the logistics industry are some of the world's most iconic brands. This presented an exciting challenge in 2005 to the newly formed \$4.5 billion logistics giant, PWC Group.

Formed through various mergers of midsized logistics companies, PWC Group needed to rapidly establish a distinctive presence in its markets and unite its 20,000 employees across the globe. As the company's strategic partner, Siegel+Gale helped PWC Group build a unique identity in the industry through robust brand strategy, naming, corporate identity design and the launch of a new website to communicate its promise.

Global reach, local touch

The new business would manage global supply chains for any industry, coupled with an understanding of local practices to maintain a personal touch in handling logistics requirements.

Despite a handful of major players in the industry, research revealed a logistics category dominated by dull names and predictable images of globes, arrows, and trucks. The company needed a name that redefined logistics while exemplifying personal service. The name Agility described the company culture and its speed in responding to customers' needs. Still, Agility needed a visual metaphor to reflect the name and brand promise.

Enter the dragon


In many cultures, dragons are symbols of spiritual significance. Agility's dragon symbolizes wisdom, heritage, leadership, strength, and speed. Siegel+Gale brought the dragon to life as a symbol of power, energy, and warmth. We extended Agility's brand identity system to a collateral system with the new identity applied to several touchpoints, including signage, trucks, posters, and billboards.

Further, Siegel+Gale paid particular attention to Agility's website to help it fully deliver a new experience in the logistics category. All information on the new website speaks to the individual needs of the user. Customization and filtration tools grant immediate contact with local partners and industry specialists, enabling a personal relationship to grow.


Going boldly

The name and brand identity launched globally in 2006 with Siegel+Gale custom-fabricated exhibits for employees to discover Agility's new brand identity. Agility's name and identity make a bold, unique statement which extends beyond its category with a brand powerful enough to embrace new opportunities wherever Agility wants to take its business.



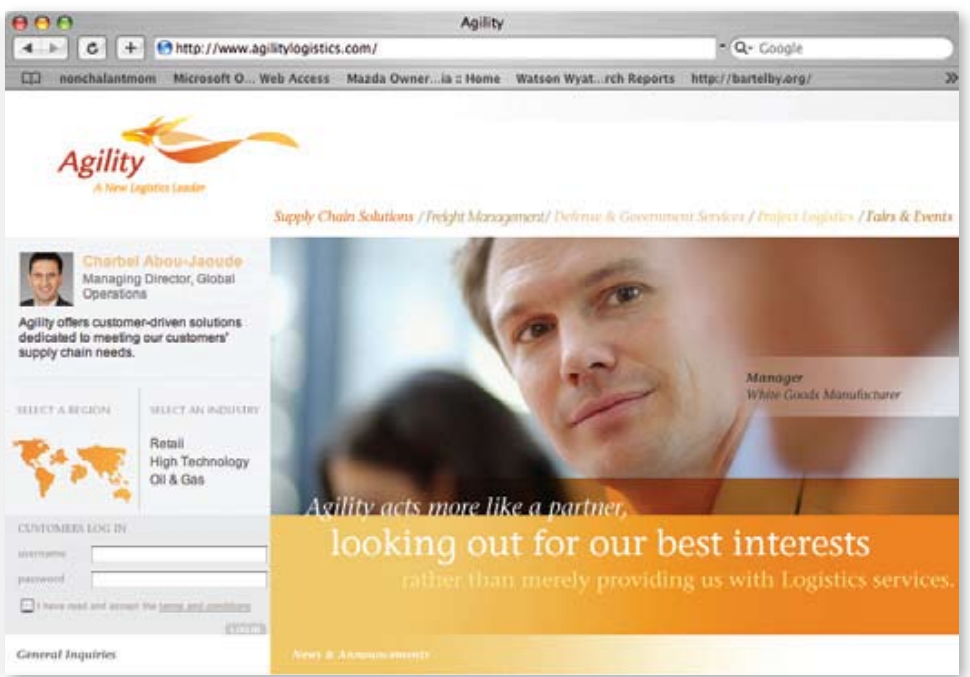


Agility
A New Logistics Leader



The Gurus of Getting it Done

Delivering personalized service excellence and meeting the unique challenges of our customers is what we do best. We provide tailored solutions and are always looking to improve so our customers can focus on growing their business.




Agility
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Supply Chain Solutions / Freight Management / Defense & Government Services / Project Logistics / Trade & Events

Charbel Abou-Jaoude
Managing Director, Global Operations

Agility offers customer-driven solutions dedicated to meeting our customers' supply chain needs.

SELECT A REGION:  SELECT AN INDUSTRY: Retail, High Technology, Oil & Gas

CUSTOMERS LOG IN:
username:
password:

I have read and accept the terms and conditions

General Inquiries

Agility acts more like a partner, looking out for our best interests rather than merely providing us with Logistics services.

Manager
White Goods Manufacturer



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Local Touch
Global Reach

