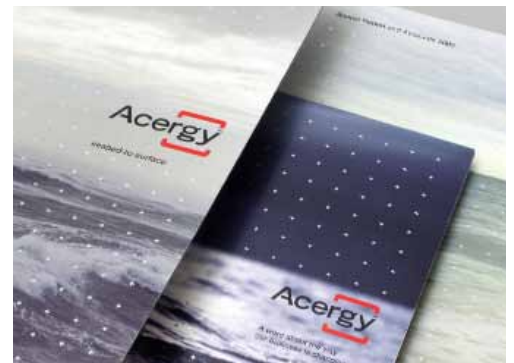


Acergy brand development

# A new brand for a global ultra deepwater engineering giant



## Challenge

When this Scandinavian world leader in planning, designing, building and maintaining oil and gas extraction facilities demerged from Stolt Offshore, it turned to us to create its new brand. We were tasked with the creation of a new name and logo, and a wide range of marketing collateral that would help to connect the business more closely with its stakeholders.

## Strategic insight

The company is about people working with technology in the world's harshest conditions. This inspired and informed our thinking at every stage in the creation of its new visual and verbal vocabulary. The new brand needed to work in a wide variety of environments and on different scales. It needed to be bold enough for the hulls of a fleet of vast ships that traverse the world's oceans and equally at home online and in print. It also needed to show that it is about people as well as technology - in line with the company's values.

## Creative solution

Our research into sea mythology, sea creatures, and energy-related words generated almost 200 new name options. Our client was inspired by 'Acergy'. Combining 'ace' (meaning sharp) and '-rgy' (from the word 'energy'), it suggests excellence in serving the energy industry and oil 'ascending' to the sea surface.

We created a concise, compelling strapline simultaneously to help stakeholders grasp instantly what Acergy is about: 'seabed-to-surface'.

The new logo design focuses on Acergy's core strength: extraordinary engineering. Sharp edges reflect an engineering brand personality. A distinctive new look and feel for the company's collateral was crafted by introducing dramatic images of the sea and a limited colour palette of red, black and grey. Black and white images of people at work across Acergy's worldwide business introduce a strong human presence. These elements combine to tell the story of how Acergy succeeds in a harsh working environment.

## Results

Acergy has been reinvented. The full story of its incredible work is conveyed through stunning images, dramatic use of colour, a powerful new name and succinct copy written in the technical language the company uses every day. And we are proud that our brand traverses the world's oceans on the sides of vast ships.

## What we created

- .....
- Name
- .....
- Strapline
- .....
- Global logo
- .....
- Corporate literature
- .....
- Vessel specification sheets
- .....
- Employee communications materials
- .....
- Electronic templates
- .....
- Environmental design
- .....
- PowerPoint templates
- .....
- Safety handbook
- .....
- Signage
- .....
- Stationery
- .....
- 160-page brand guidelines
- .....
- Posters
- .....
- Uniforms
- .....
- Global website
- .....
- Annual report
- .....
- Oil tanker design
- .....

## Find out more

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