

FOR IMMEDIATE RELEASE

CAPITAL SUPPORT REBRAND

Capital Support Ltd have utilised the economic downturn to take stock and emerge 'fresh faced' with new branding that reflects the forward thinking solutions and professional services the IT Solutions Provider offers.

"When we launched Capital Support in 2002 our branding was modern. Over the last seven years we've grown dramatically and our branding no longer reflected the quality or variety of services we offer. Our company website had also become outdated and as a technology based company our online image is key to our business development objectives"

Said Dean Foreman, Director at Capital Support

Capital Support used the services of award winning design company GraphicDialog to develop the new brand and create a custom built website.

"Since the company was founded back in 2002, the growth of Capital Support has been nothing short of extraordinary. While this is exactly the reason Dean and the team started the business, it has certainly presented a challenge so far as refreshing their brand identity was concerned.

The broad spectrum of services Capital Support offer, represents far more than what an ordinary IT solutions company would have available. For this reason, we had to entirely re-think the brand and indeed rebuild the visual identity of the company from the very foundation levels of the business and onwards and upwards thereafter.

The cross-selling of the huge range of services available with Capital Support has given the new identity its direction. The key to an all 'new' branding exercises is consistency, so we developed a company identity which can be applied across the range of services, without losing the 'stamp' of global authority that Capital Support represents in the IT sector.

We're looking forward to continuing to develop the website and our relationship with Capital Support through the various phases of brand development we all have planned. Exciting times

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Capital Support Limited is registered in England: No 4375903. VAT: GB 795 6334 83.

ahead at Capital Support so watch this space as the new website will constantly be evolving!"
Matt Villain, Creative Director at GraphicDialog.

The branding can be viewed at the new company website at www.capitalsupport.com

ABOUT CAPITAL SUPPORT

Capital Support Ltd is a leading IT Solutions Provider based in London. Formed in 2002 the company has demonstrated impressive growth year on year, culminating in achieving a top 40 position in the Sunday Times Tech Track Top 100 (Fastest Growing Technology Company) in 2008.

The Capital Support ethos is 'Smart Solutions', delivered using 'Smart Technologies', managed by 'Smart People' so that clients experience consistently superior customer service whatever their IT requirements. Consequently Capital Support was recently shortlisted for IT Support Company of the Year 2009 by Microscope.

ABOUT GRAPHICDIALOG

GraphicDialog was founded in 2003 and has built its reputation on award-winning design and web development. Our clients operate in a diverse number of business sectors including property, fashion, retail, finance, music, entertainment, publishing, advertising and the arts.

Creative... enthusiastic... thoughtful... hard-working... friendly - that's us. Our rigorous approach to projects is intuitive, collaborative and involved. This ensures we produce design and web solutions that deliver results for you and your business.

Visit www.graphicdialog.co.uk or contact matt@graphicdialog.co.uk for further information.

END

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