

Tiger Analytics helped a Telecom company establish visual concepts and designs and enhance brand identity with 10+ experience accelerators

Tiger Analytics developed a holistic design language-based solution that included the new typography, color theory, templates, artifacts, and more to establish the brand identity and recognition. It internally established a standardized visual experience for various solutions. The solution also enabled external brand compliance, leveraging 10+ Tiger Analytics Accelerators.

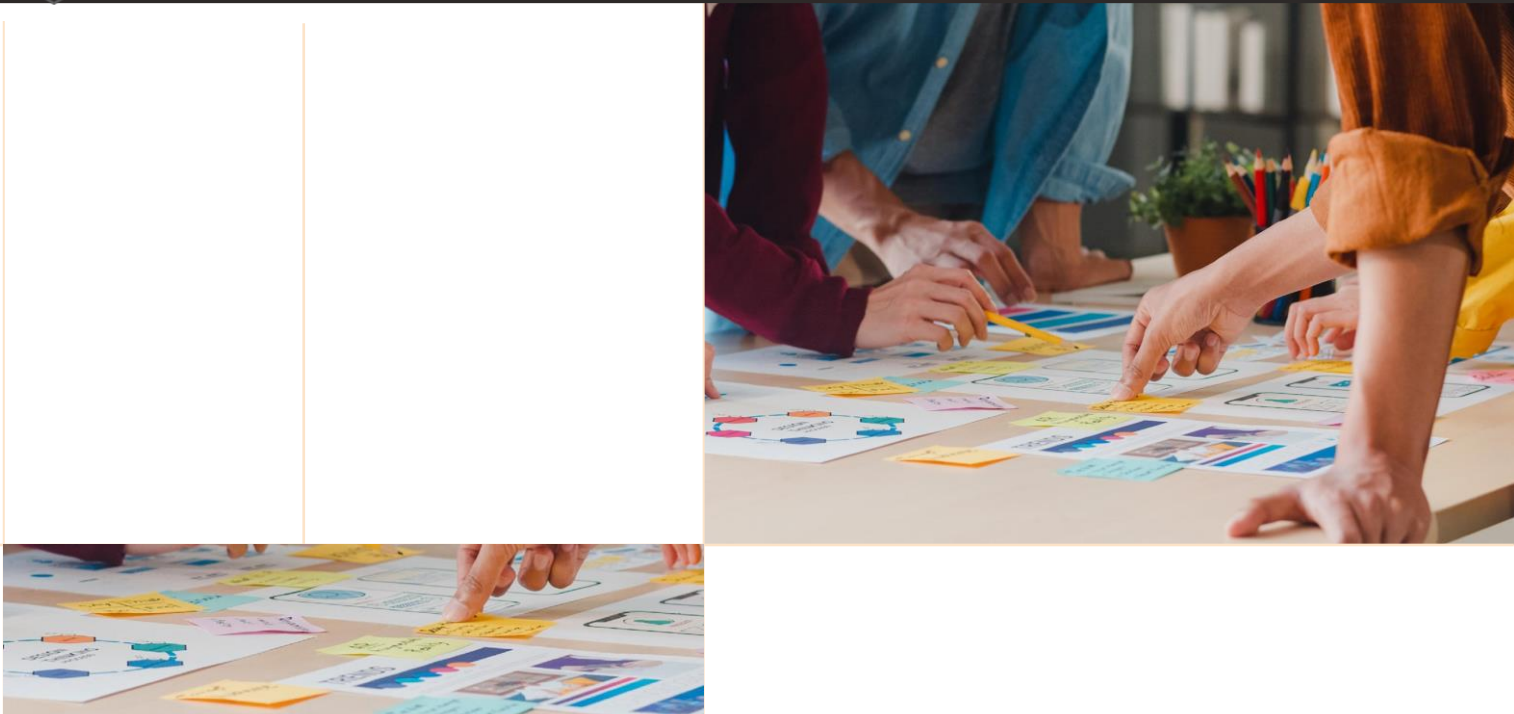


The Background

Our client is a leading Telecom company based in the US. They required an overall brand initiative to reimagine and redefine the corporate brand guidelines. In the process, the client was eager to establish a world-class design language for various solutions and artifacts.

Key Challenges

- ▮ **Inconsistent branding:** There was inconsistent representation and understanding of the brand across different platforms and touchpoints.
- ▮ **Diluted brand identity:** The absence of guidelines led to fragmented brand identity, making it harder to resonate with the brand.
- ▮ **Reduced stakeholder confidence:** The lack of a structured approach to brand representation reduced stakeholder confidence.



Our Solution

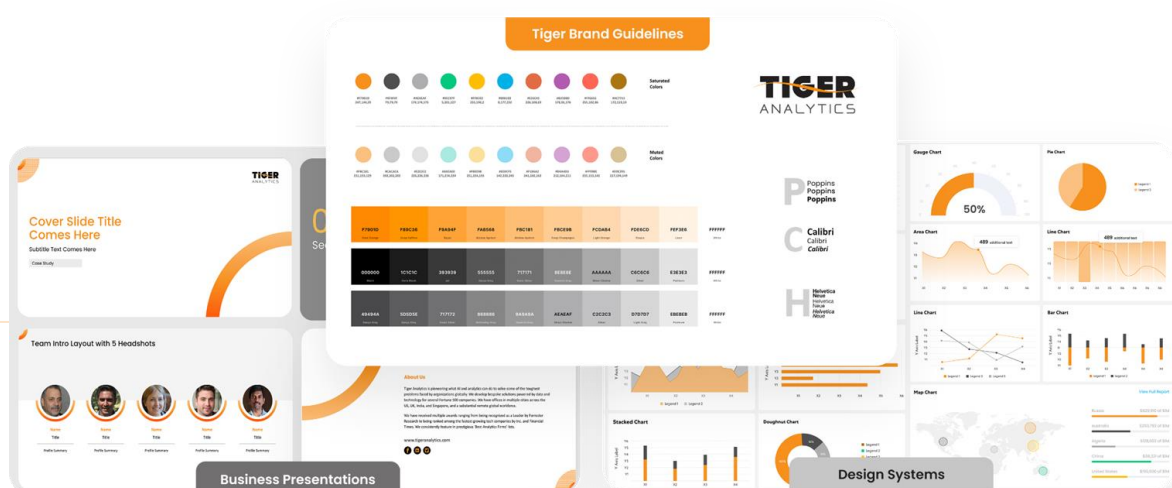
Tiger Analytics delivered an Experience Consulting-based brand guideline document established to build brand compliance and ensure full consistency.

First, the team strategized the roadmap that aligned with the overall design contributions and executed initial blueprints across a few solutions to analyze the broader needs. Then, key elements, such as typography, color palettes, etc., were developed based on brand guidelines.

The team also crafted multiple reusable design components and artifacts and launched multiple portals and forums to socialize the design value additions.

Furthermore, an extensive power BI dashboard template gallery was created based on the client's brand themes.

Solution Architecture





Tech Stack

Ideation:

\ Miro Board

Development:

\ Power BI Platform

UX Design:

\ Adobe Creative Suite

Custom App Development:

\ React JS



Value Delivered

An organization-wide template was designed and standardized for 300+ new business presentations.

A reusable component gallery was created with a range of design elements.

Multiple forums were enabled to consistently socialize and embrace the design value additions.

A design system and catalog were enabled to promote adoption and standardization.

Customized design portfolios were created to showcase and grow the business opportunities.

About Us

Tiger Analytics is a global leader in AI and Analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore, and Australia, we help our customers accelerate their AI and Analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work Certified and a 'Leader' in the Forrester Wave: Customer Analytics Services Report 2023.

Visit <https://tigeranalytics.com>. to see how Tiger Analytics provides certainty for a better tomorrow.