

THE ABRAHAM GROUP LLC



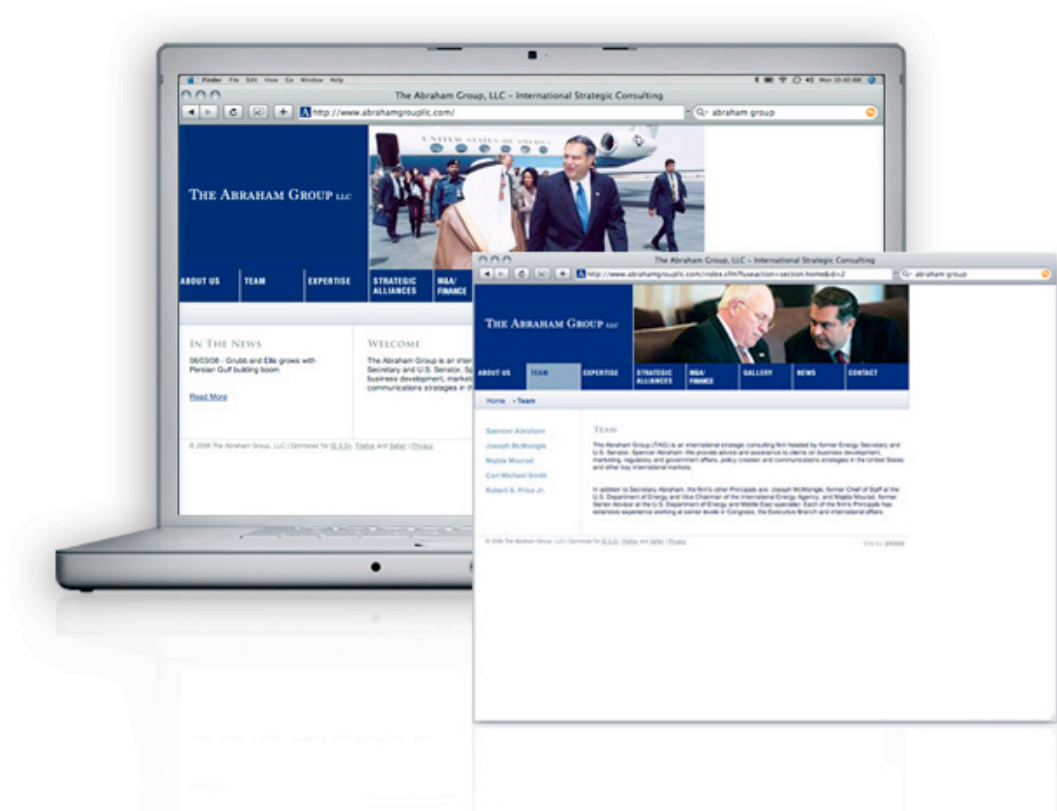
AUSTERITY AND EXPERIENCE ARE THE KEY FOR AN ENERGY-FOCUSED STRATEGIC CONSULTING FIRM. UNISON COMMUNICATES THESE VALUED TRAITS IN A NEW BRAND STRATEGY.

CHALLENGE

When former Secretary of Energy and U.S. Senator Spencer Abraham resigned from the Bush Administration, he quickly formed a new company to advise international companies on business development, marketing, regulatory matters, government affairs, policy creation and communications strategies in the US and other key international markets.

SOLUTION

Unison strived to capture the remarkable breadth of Mr. Abraham's experience and the depth of his knowledge through a strong serif font and rich blue color palette. A website and respective collaterals followed that firmly carry forth the Abraham Group (TAG) brand.



RESULT

The identity projects The Abraham Group's expertise, experience and capabilities. Today, TAG and Unison have formed a business alliance with Unison providing branding and marketing expertise to a mutual client group.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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