



Quosal: Kite's proposal? Unique branding and a distinctive UI.

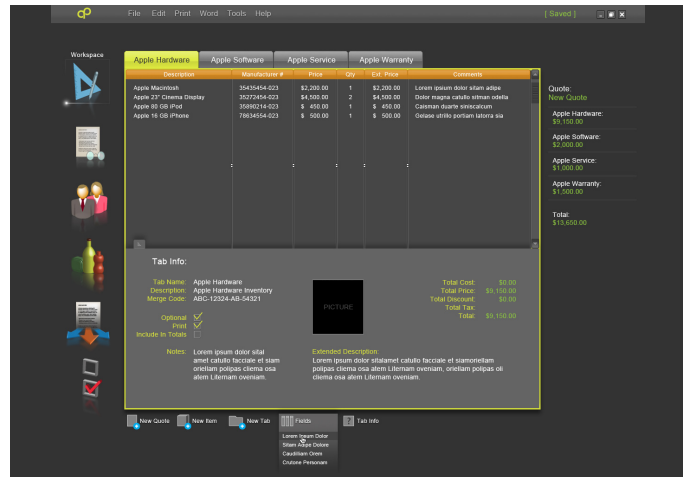
This sales force automation software company (formerly known as Quotemaster) had a vision to create an innovative desktop product to generate both quotes and proposals.

Kite proposed an umbrella strategy to present both the company and all of its products under one brand, and revealed a memorable new name — Quosal. Then, we developed a distinctive brand platform, from the promise, to tagline, to messages, and visual design. The deal clincher? Quosal’s groundbreaking user interface. It’s visually engaging and highly functional to simplify the often daunting task of quote and proposal creation.

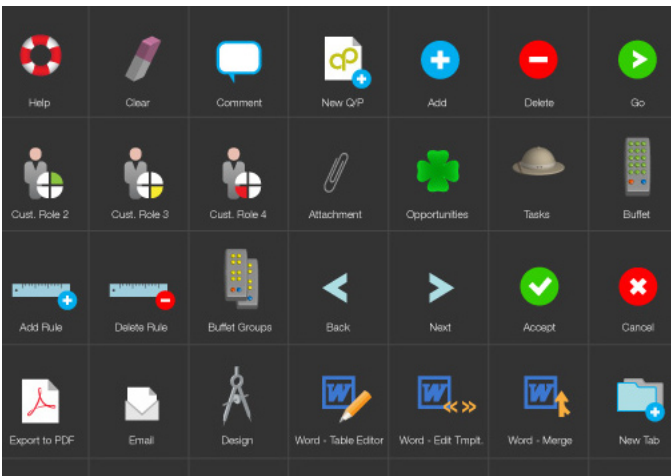
“Authentic brand.” Want one? Call us for a Quosal.



New Name and Corporate Signature



User Interface Design



Icons Design