



Depth of Service: Aqueos Corp. turns to BBR for corporate rebranding

In January of this year, a marine construction and specialty subsea services company, then known as Divecon Services Inc., approached BBR for brand strategy and creative development assistance. BBR worked closely with the founders to create a name that upheld the company's history of professionalism and experience in the marketplace. Drawing from numerous creative options developed by BBR, the experienced company was given a fresh moniker: Aqueos Corp.

The brand package included the name development, brand identity and tagline, corporate collateral, sales materials and a newly launched website. The Aqueos logo is both modern and clever and combines typography with graphics to symbolize the combination of strength and stability with the fluidity of the ocean's waves. Visit the Aqueos website at www.aqueossubsea.com to view the newly developed brand.

Ted Roche, President and CEO of Aqueos, wrote that the identity created by BBR "...truly complements our commitment to safety, professionalism and operational excellence and clearly represents our unique differentiation from the competition."

Since 2000, the company has provided specialty subsea services including commercial diving, remote operated vehicle and vessel-related services to the offshore oil and gas markets. Aqueos has offices in Broussard, La., and Carpinteria, Calif.

BBR has over 12 years of experience in corporate branding, marketing and advertising strategy, and creative implementation. Our multi-disciplinary team of strategists and creatives continually strives to build strong branding relationships between our clients and their consumers, always with the goal to increase sales and profits. For the complete picture of who BBR is and what we do, visit us at www.bbrcreative.com or contact Cherie Hebert at chebert@bbrcreative.com. She loves to talk about marketing.

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