

## New identity for Primedia's newest division

The corporate identity and name generation for Primedia's new division, Primedia Unlimited was handled by brand identity and design specialist, Signalroom, which is now working on the brand identity for several of the companies in the new Primedia Unlimited stable. Ken Varejes, Primedia Unlimited CEO, believes that Signalroom came up with the ideal name. "It addresses every aspect of the brief and epitomises the innovative style and infinite potential of the new company."

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