

Press release

# TGT wins Gold for “Best visual identity from the energy and utilities sector” in the Transform Awards MEA

Transform Awards recognise excellence reward innovation in branding in the Middle East and Africa region.

Dubai, UAE – 17 September 2020

TGT announced today that their brand transformation won Gold for “Best visual identity from the energy and utilities sector” and Silver for “Best visual identity from the engineering and manufacturing sector” the seventh annual Transform Awards MEA 2020.

TGT enlisted Handsome Brands and Emberson to create a new brand that would better reflect the business, cut through the competition, and outperform in a challenging market. This meant completely rewriting the brand strategy; engineering a new brand architecture, technology brands, naming system, and a new product portfolio; then seamlessly connecting everything at all touchpoints with a distinctive visual identity.

“This was much more than a ‘re-brand’, this was a total brand transformation”, commented Ken Feather, Chief Marketing Officer, TGT.

“Twenty years of pioneering break-through diagnostics meant TGT had the pedigree and ingredients to become a winning brand. We needed to establish a unique position with a compelling brand promise that resonated with our customers and reflected our category-leader status,” adds Ken.

TGT’s new brand is built on a simple, yet powerful idea – truth – a fitting attribute for a diagnostic leader. The brand delivers on this via two core product lines – True Flow and True Integrity. Flow and integrity are the two vital

functions that allow oil and gas wells to operate safely, cleanly and productively.

“In an industry that is inherently complex, we needed to untangle the language and cut through the noise. We needed a new brand identity that was striking, simple and clean, in line with the simplicity of the new product architecture and offering,” said Ian Haughton, Founder and Creative Director of Handsome Brands.



Ken Feather, Chief Marketing Officer collected the award on behalf of TGT. Picture shows Julia Sadykova and Dennis Hensen, TGT Communications

TGT also achieved Highly Commended for “Best creative strategy” and “Best naming strategy”.

Established in 2009, the Transform Awards has evolved into a celebration of the indispensable talent that exists within the branding sphere. The Awards evaluate exemplary work in brand development and acknowledge the growing significance of brand in strategic corporate



#### Note to Editors

About TGT Oilfield Services

TGT are category leaders in through-barrier diagnostics for the oilfield and provide a comprehensive range of proprietary diagnostic systems and products aimed at helping oilfield customers maintain safe, clean and productive well operations.

TGT create and deploy diagnostics in two core domains – ‘True Flow’ and ‘True Integrity’ – to provide operators with insights and answers beyond the capabilities of conventional technologies.

For more information visit [tgtdiagnostics.com](http://tgtdiagnostics.com)



communications – developing and sustaining a strong brand is imperative for success.

Andrew Thomas, the publisher of Transform magazine and founder of the Transform awards, says, “This is the seventh year the Transform Awards has benchmarked the transformative power of brand strategy and design across Middle East and Africa. The Transform Awards has grown every year. But this year we saw phenomenal growth. This was – without any doubt – the toughest year to make the shortlist.”

The awards ceremony, hosted by Ali Al Sayed, was held at the V Hotel, Dubai.

With its transformation efforts successfully implemented, TGT is now focused on providing diagnostic solutions that enable oil and gas wells to perform better, with the aim of protecting people and the planet.

#### **About the new TGT brand identity**

The striking new brand identity, developed in collaboration with [Handsome Brands](#), reflects all aspects of TGT’s new brand platform. It has been engineered to be distinctive and memorable and provide an important signposting function to help customers navigate through the offering.

The new portfolio of products and diagnostic systems is structured in two primary domains – True Flow and True Integrity, each representing the two most important performance factors for all well systems. Circles and squares have been used together with distinct colour palettes to create unique identifiable dynamic patterns that represent Flow and Integrity. Building on this, priority colours from each palette are used to signify the three main tiers of the brand system, namely, Corporate, Products, and Systems.

At corporate level, all the colours and patterns come together as one.

TGT’s landmark has been simplified and strengthened in line with the clean and simplified approach of the new brand.

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