



BUSINESS CARD (FRONT AND BACK)



WEBSITE

**NOODLE HELPED PROSPECTS THINK.**

**Branding effort gave a technology start-up top-of-mind awareness with its audience.**

**CHALLENGE »** Noodle, Inc, a web-based software development company targeting corporate HR departments, needed a compelling brand that positioned their product as a useful decision-making tool.

**SOLUTION »** Soloflight presented several names, with Noodle being the client's choice. The name Noodle was chosen because it was action-oriented and evocative of the brand's story—when one noodles, complex options are weighed until the simple solution presents itself. Inspired by the name, a logo that visually depicted noodling was created. Later, we expanded the Noodle brand with other key design elements.

**RESULTS »** During Noodle's critical launch period, the unique name and playful brand engaged those in the real estate and insurance industries, helping Noodle get its foot in the door. Once in, Noodle's software got rave reviews from its target audience.