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Swifiting

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Swifiting is a cloud-based, team collaboration and planning software tool developed in Sweden and released worldwide in January 2011. IC Design was briefed to create the positioning, naming and identity for this challenger brand, reflecting its proposition of a fresh approach to project management and to enable it to compete with established products such as Basecamp, Microsoft Project and Project Place.

www.swifiting.com

Swifiting Logo

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The Swifiting Branding on Creative Review Feed, January 2011
www.creativereview.co.uk/feed/january-2011/20/swifiting

