

For Immediate Release

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## **Ammunition Creates New Logo for FICO**

### **New logotype and design system align corporate and market interests**

San Francisco (April 30, 2009) – Award-winning design consultancy Ammunition has designed a new corporate identity for FICO™, the leader in analytics and decision management technology, whose products and services include the FICO® Score, the leading measure of consumer credit risk in the U.S. The new logotype reflects a simplification of the corporate identity from Fair Isaac Corporation to FICO™, the name by which the company is commonly known. The change reinforces the company's long-standing commitment to helping its clients manage risk, fraud, accounts and other critical functions, as well as empowering consumers to take control of their credit health.

The Ammunition team, lead by partner Brett Wickens, developed a bold, uppercase logotype that asserts leadership and strength, underscoring FICO's position as the de facto standard in credit scoring and decision management. The original typeface was crafted to maximize legibility at all sizes, and to act as a simpler aid to memory than the more complex pre-existing identity.

"By adopting the name FICO for the whole company, we're following the lead of many of our customers, who have called us FICO for years," says David Feder, senior director for corporate marketing at FICO. "The FICO brand has long stood for predictive power and accuracy, qualities that apply across our entire line of solutions."

"We feel that Ammunition understood and interpreted our core values," commented Feder on working with Ammunition. "The new identity has helped us create a spirit of strength and clarity for the organization today, while positioning us well for the future."

#### **About Ammunition:**

Ammunition is a product, identity, and interaction design company. Based in San Francisco, Calif., the firm is led by its founder, renowned industrial designer Robert Brunner, and his acclaimed partners creative director Brett Wickens and strategist Matt Rolandson. Its team is comprised of designers, engineers and brand strategists dedicated to creating product, service, and brand experiences that matter. The company has capabilities in industrial design, graphic

design, design strategy, brand development, packaging, engineering, web development, user interface, prototyping and production implementation. Voted one of the “ten most innovative design firms” by *Fast Company*, Ammunition has been featured in top business and professional publications, including *BusinessWeek*, *Metropolis* and *ID Magazine*. For further information, please visit [ammunitiongroup.com](http://ammunitiongroup.com).

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