

# Power 365

Energising a technology leader with a bold rebrand.

## The Problem

Power 365 is a fast-growing Microsoft Partner with the expertise and track record to build lasting client relationships. But their branding wasn't telling that story, and they were getting lost in a sea of safe, corporate-looking competitors,

With no brand guidelines, their visual identity lacked consistency, clarity, and personality. Visitors could land on the site and still leave unsure of what Power 365 offered.

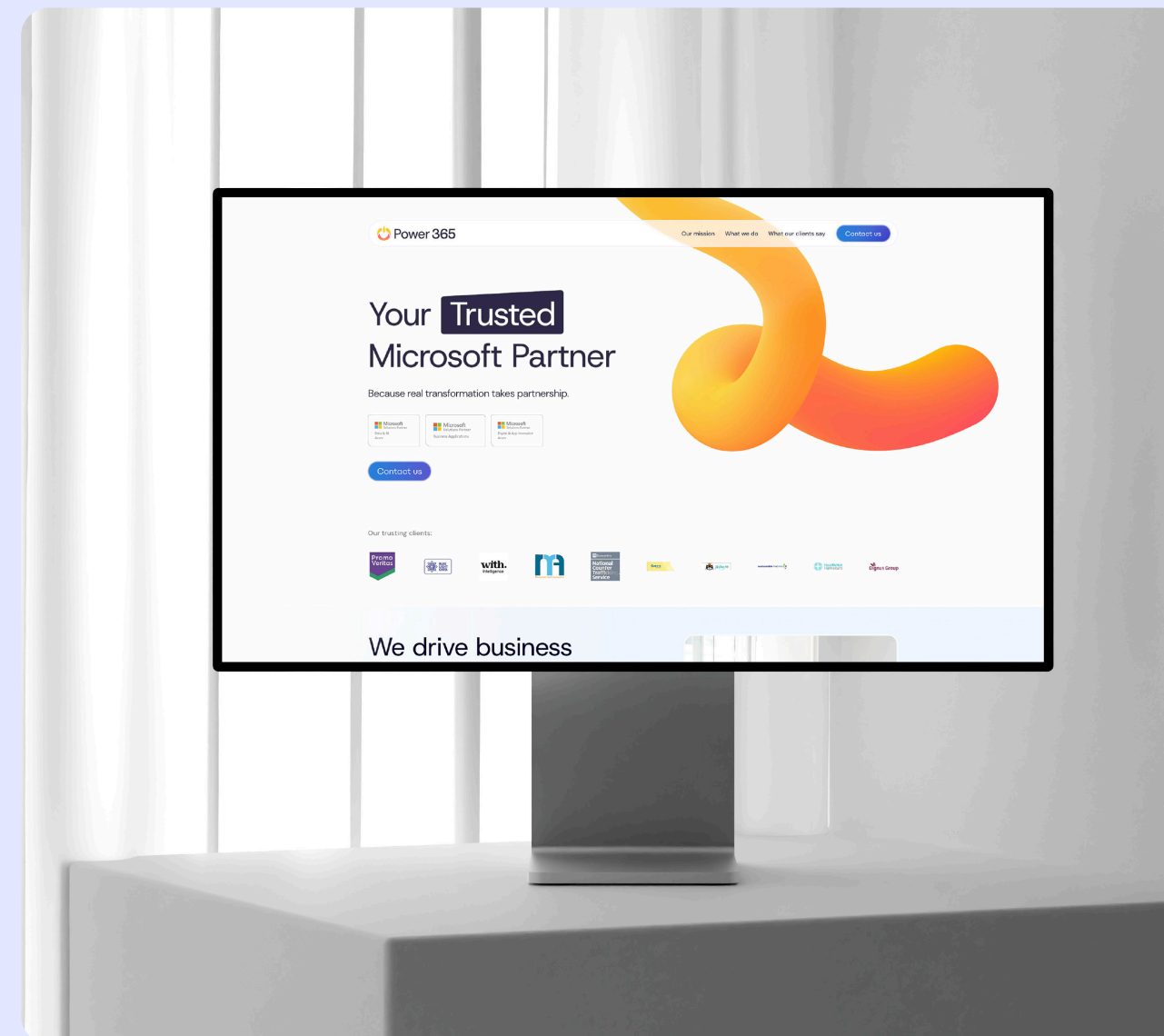
This lack of clarity and authority meant potential customers were likely to overlook them in favour of more confident brands with sharper messaging. Power 365's narrative needed to shift from "what we build" to "the problems we solve", and position them not just as another tech vendor, but as a strategic partner for the long haul.

## The Result

We delivered a complete rebrand and fully redesigned website that put Power 365's expertise and personality front and centre.

The new identity challenges the status quo and breaks away from the corporate look common among Microsoft Partners and technology agencies. Instead, we created a clean, modern, and slightly playful style with a clear visual system built around distinctive shapes and bold use of colour.

Every element, from logo to messaging, was designed to feel confident, approachable, and different from the norm. On the website, we focused on clarity: defining their service offering, improving the user journey, and making it easy for visitors to take the next step.





# Need help with your branding or website project? **Let's talk!**

Discuss your project

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## Power 365

“Working with Canny on our rebrand and website has been transformative for Power 365. From the outset, the team took the time to understand who we are and where we’re heading, translating that into a bold new identity that feels both confident, modern and authentic. The process was collaborative throughout. Our new website not only looks outstanding but is built to scale with us, helping us communicate our expertise with real clarity. We couldn’t be happier with the outcome.”



Tess Brook  
Marketing Lead

