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# NEWS

FOR IMMEDIATE RELEASE

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## We Hear You

SALT<sup>®</sup> cuts through the clutter with Ribbit<sup>®</sup>

**SAN FRANCISCO, California**, March 19, 2008 – SALT Branding LLC, the firm that branded Microsoft<sup>®</sup> Mediaroom™, VAULT™ energy soda for Coca-Cola and Expedition Everest™ for Disney, celebrates the creation of another leading brand – Ribbit – an open platform for telephony innovation.

“A funny thing happened with e-mail,” said SALT’s Creative Director Paul Parkin. “People stopped talking to each other. But with Ribbit, people combine the power and efficiency of the Internet, their e-mail accounts, and their cell, home and business phones into one seamless experience.”

“When you think about it, telephony has remained virtually unchanged for decades while at the same time the Internet has revolutionized communications in the blink of an eye,” adds Ribbit’s CEO Ted Griggs. “Ribbit is Silicon Valley’s First Phone Company. We’re built more like a software company than a phone company – the Ribbit API empowers developers to create and deliver a vastly improved experience and integrated environment for consumers.”

“Ribbit is a truly transformative technology,” said CMO Dan Thorson, “and we needed a brand that would cut through the clutter and get our message across in an absurdly crowded space. We don’t have millions of ad dollars to spend, so our brand name and visual ID must resonate with both B2B and B2C audiences. SALT created a breakthrough brand for a breakthrough business.”

For Ribbit, SALT created the brand name, TM and URL as well as a unique logo and visual language system. Hear about the future and see how the talented team at Ribbit brought the brand to life at [www.ribbit.com](http://www.ribbit.com).

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**About SALT**

SALT is a full-service branding, design, and communications company that helps build leading brands. With its distinctively practical mindset, SALT provides a full range of integrated branding services including brand strategy, naming, design, communications, advertising, and corporate culture. SALT has developed leading brands and programs for a diverse set of companies ranging from Fortune 500s to VC-funded start-ups, including Avery Dennison, Bank of Hawaii, Coca-Cola, Disney, EMBARQ, Fatbrain, Genentech, Glu Mobile, Harrah's, Microsoft, Nissan, Pacific Capital Funds, Sprint, Vinfolio, Wellpoint, Wi-Fi, Xerox and of course, Ribbit.

**SALT**<sup>®</sup> *The essential ingredient for Branding Leaders*<sup>™</sup>

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