



## Altitude Recruiting: Business Services

The President of Altitude Recruiting, Frank Power, has been working in the IT field for 20+ years. With his vast and in-depth IT knowledge Frank entered the business world and started his own company. Altitude Recruiting is an innovative recruiting company specializing in IT staffing solutions. Living Blueprint was hired when Frank Powers' company was known as Canadian International Information Technology Recruiters (CIITR). Working together with the CIITR team the name 'Altitude Recruiting' was developed. Once the new name was decided on, Living Blueprint developed a tagline that captured exactly what Altitude Recruiting stood for 'utilizing technology with great people'. The branding of Altitude Recruiting was carefully designed to position the company at the sophisticated level they are operating at.

The comprehensive branding of Altitude recruiting done by Living Blueprint included branding, flexible sales and marketing kit, logo, tagline, magazine advertising, email newsletter system, stationary, office signage and a trade show banner.

**SERVICES:**  
Consulting  
Branding  
Brand Launch  
Digital Branding  
Trade Show  
Advertising

**Year:**  
2010