



Marc Posch Design, Los Angeles  
Brand Consulting and Design

| Case Study

*How We Helped a Young  
IT Company To Become The  
Leading IBM Informix Shop In  
Europe: The Leolo IT Story.*



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## Leolo IT, Germany. Helping a Young IT Company To Become The Leading IBM Informix Shop In Europe

Leolo IT is a young and rapidly growing IT company that recognized early the global need for Big Data management systems. The core mission: to make sure that their clients' data run secure and consistent on their IBM Informix platforms.

MPD/LA was engaged by Leolo IT for a gradual branding initiative that stretched over many years. As a design and marketing partner we joined Leolo from humble beginnings to where they are now, the leading IBM Informix shop in Europe. Working closely with the C.E.O., we extracted the brand's core values: trustworthy, reliable, and forward thinking. Each of those values are encapsulated in their iconic brand identity that tells the story of the relationship between Leolo and its customers.

Telling this story in a unique and powerful visual manner, from brand identity to Web development to product design, we brought the immediacy of innovation and consistency up front and center.

The result: A sophisticated and elegant European brand that resonates with a diverse target audience was derived, allowing Leolo's dynamic and innovative culture to grow and further manifest on a global scale.

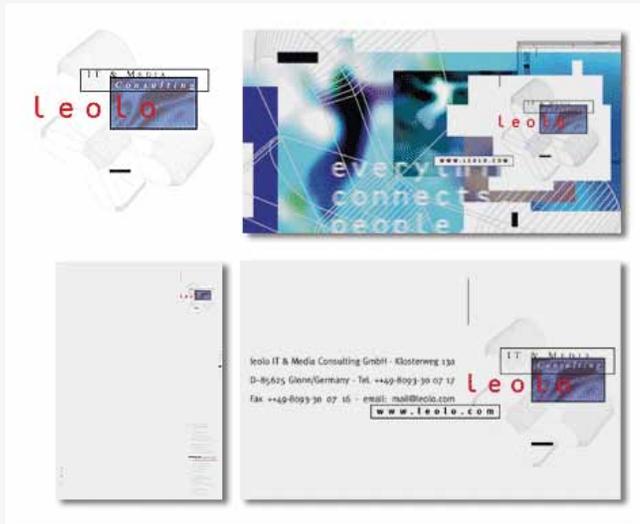


Company homepage, product pages



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The evolution of a brand: while in the early years (top) innovation was the sole brand message, later the defining themes became innovation and security. Initially it was important to break into the market, later to communicate stability without compromising on innovation.



"Marc's intuition and forward looking design has given us the progressive CI we can identify with. It provides the professional approach and support in our communication with clients. Many clients have expressed their appreciation for Leolo's outstanding print and online presentation."

*Henri Cujass, CTO leolo IT, Munich, Summer 2014*



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## | About us

### **We Are At The Forefront Of Innovation**

Visualizing new ideas in IT and bringing them to market is what we are passionate about. Having developed over one hundred IT brands, we noticed a trend lately: *Information Technology* has evolved from pure number crunching to innovating new ways to solve problems in the energy sector, the medical field, transportation and communications: IT now stands for *Innovation Technology*.

Everything is being reinvented in non-traditional ways by thinking beyond the conventional parameters and from the bottom up.

This is what we love about our job: standing with the visionaries and entrepreneurs and communicating their ideas to the world. By making the invisible become visible we help turn ideas into tangibles and drive the success of the next generation of big business.

MPD/LA is a Brand Consulting and Design team based in downtown Los Angeles, under the leadership of Swiss/German Creative Director Marc Posch. We are known for helping IT companies grow. With our experience, expertise and all the collaborators to make it happen, we ensure success.

If you would like to learn more about us and what we can do for your IT business, please give us a call: 213.341.1642

“A brand is a shortcut. It’s a shortcut used by the public that’s aware of you. A shortcut for expectations, trust, promises, conversations.

A brand that is worth something is worth it because you can sell more of it, or charge more. If you can’t sell more, you don’t have a brand.

Commodities aren’t brands precisely because they’ve never earned a spot in the mind of their public.” - *Seth Godin*