

CREATIVITY MATTERS

Marcom & Promotion



With a new strategy focused on serving the storage needs of enterprises, Viking Enterprise Solutions needed creative assets to connect with audiences and build a brand. The creative assets were designed to support both end users and channel partners. Leveraging their existing corporate logo, the approach involved expanding upon the logo's design elements to reinforce the brand's identity.

Applications

- Promotional badges
- Banners
- Collateral
- Trade show graphics
- Presentations
- Icons for product software interface

