



## The Challenge

Option Systems Limited, a software solutions provider to the apparel and footwear marketplace, felt it was time to refresh their original corporate branding and bring it up to date, as their product range had evolved over time but their branding had not. Leapfrog were selected to develop a new corporate identity along with printed material and a new online presence.

## The Solution

Branding in today's business world is one of the key factors to building a strong company, getting it right will help you engage your customers but getting it wrong can have the opposite effect.

By understanding Option System's business and their key drivers we were able to put together a list of company values that their branding should reflect and portray.

From this we developed a series of logo concepts and choose a selection of three or four which we felt best reflected the brand and company values.



## The Result

Upon presenting our initial concepts to the directors of the business we sparked a passionate discussion about the ideas. This resulted in a clear favourite being immediately identified.

With a subtle tweak of the preferred version we then finalised the branding as well the concepts for the letterheads, business cards and compliment slips.

Their online presence is undergoing a total refresh to incorporate not only the new branding but also to add more content and widen its role in their current marketing activities.

