



BULK Infrastructure AS is a leading Nordic real estate developer, specialising in large modern warehouses, industrial buildings, logistics parks and data centres.

“Working with Leapfrog has been a truly positive experience. They immediately understood the ethos of our business and were able to develop marketing collateral that reflected our values. You can rely on them to listen to a brief, however sketchy, and then translate it into a marketing solution that is striking yet practical.”

Mark Ruff

Development Director, BULK Infrastructure AS

What did the client want?


The initial work required was the design and development of several prospectus brochures for bespoke logistics facilities in Norway. The success of these gave Bulk the confidence to brief Leapfrog to update the BULK Infrastructure brand identity in line with its move to develop data centres powered completely by green energy.

What did Leapfrog do?

Leapfrog originated a design style for BULK which reflected the brand's values and gave the new marketing literature a distinctive look and feel. This was followed with the creation of a refreshed corporate identity and several 'sub-brand' logos. With a deep understanding of the company, Leapfrog was able to create hard-hitting PowerPoint presentations and data sheets for Bulk. Work has included:

 Marketing Literature

 PowerPoint Presentations

 Corporate Identity

 Graphic Design

What were the results?

“Our data centre business has taken off big time and the market is moving at an incredible pace. The great benefit of working with Leapfrog is that they act very quickly, turning jobs around fast and yet maintaining the very high quality we have come to expect from the team.

“With the marketing initiatives that we now have in place we are in the best position to generate opportunities to win new customers. Our brochures and datasheets combined with Leapfrog’s innovative ‘Leaplets’ clearly and concisely communicate our business offerings.”

Mark Ruff

Development Director, BULK Infrastructure AS