

Case Study

MORIARTI



Xcalibre

Corporate design and brand development



Brand identity

Background

Xcalibre Communications Ltd has been delivering innovative hosting solutions to thousands of customers across the UK and Europe since 1997. Based in Scotland they have a network of UK data centres in central locations and offer a unique range of secure, reliable and cost-effective hosting services.

The brief

Compared to many of its competitors Xcalibre's branding, website and collateral was looking tired and in need of a brand refresh. A key requirement was to re-brand Xcalibre while creating a new product identity for the company's new cloud computing offering.

The cloud computing solution was so important that it was to have a connected yet stand-alone presence to help it stand out from Xcalibre's existing services and required a full range of off-line and on-line marketing materials to be created in support of its launch.



Stationery



Web design and development

The response

Moriarti created new, fresh, contemporary company and product brand identities that could be stand-alone but also had similar attributes that they were easily identified as being from the same company.

Initially focusing on the new cloud computing solution 'FlexiScale', **Moriarti** created a complete range of off-line and on-line marketing materials in approximately 8 weeks from client brief so that FlexiScale could be launched at a major UK trade show. These marketing materials included new product branding and logo, web site, business stationery, product data sheets, adverts, flyers and exhibition display stand.



Exhibition panels



Powerpoint templates

"Moriarti is unlike most other design consultancies. Not only can they deliver everything you might need as far as your online and offline marketing materials are concerned but they also bring client side marketing, product management/marketing skills and experience to the equation. This combination of creative design and marketing is a powerful combination that delivers great results."

Phil Huber

COO, Xcalibre Communications Ltd



Corporate brochure

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