



Ariba

As a leading provider of Spend Management tools, Ariba needed a contemporary image and materials that communicated its brand and offerings to clients such as FedEx, Sun Microsystems and American Express.

It started with a fresh new visual identity. Then Brainforest applied the new look to a range of sales materials that drove home the bottom-line value Ariba brings to its customers. Next, an intranet site was created to give easy access to internal and external Ariba partners.

INDUSTRY

Technology

PROJECTS

Logo

Visual Identity

Intranet Site

Print

Brainforest is a creative agency rooted in strategy. Your brand has fleeting,

valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

To begin creating your own success story, contact Nils Bunde at 773.395.2500 or nils.bunde@brainforest.com

BRAINFOREST™

a creative agency rooted in strategy

www.brainforest.com