

technology

Corporate identity for
Internet-based
learning solution



Pebblesoft Learning

The Problem

Pebblesoft sought an identity unique from its parent company, Amdahl, positioning the start-up as a leader in emerging Internet technologies.

The Solution

A new identity emphasized the power of the Internet for learning. An initial capabilities brochure integrated complex, technical data with approachable, friendly graphics. The new imagery appealed to both technical and managerial audiences, allowing broad usage among decision makers in both academic and business learning environments.