

Brief
Logo IBM –
CTO Lab'



Who we are

Losam Agency, marketing agency specializing in the creation and animation of communities.

Losam Agency created CTO Lab' for the company IBM, a think tank dedicated to the challenges of the CTO function :

What is CTO Lab'?

- 5 meetings a year (1 dinner + 4 breakfasts meeting)
- 1 founding committee composed of 8/10 leaders which will define the themes of the different meetings

Who is IBM

- The International Business Machines Corporation (IBM) is an American multinational technology company headquartered in Armonk, New York, with operations in over 170 countries. The company began in 1911, founded in Endicott, New York, as the Computing-Tabulating-Recording Company (CTR) and was renamed "International Business Machines" in 1924. IBM is incorporated in New York.
- IBM produces and sells computer hardware, middleware and software, and , and provides hosting and consulting services in areas ranging from mainframe computers to nanotechnology.
- More informations can be found here :

<https://www.ibm.com/>

IBM - Brand Guidelines

Colors used :



IBM CTO Lab'

Target :

- Chief Technocal officer (CTO)

→ A Chief Technology Officer (CTO) is in charge of the technological needs of the organization and the R&D

→Positioning :

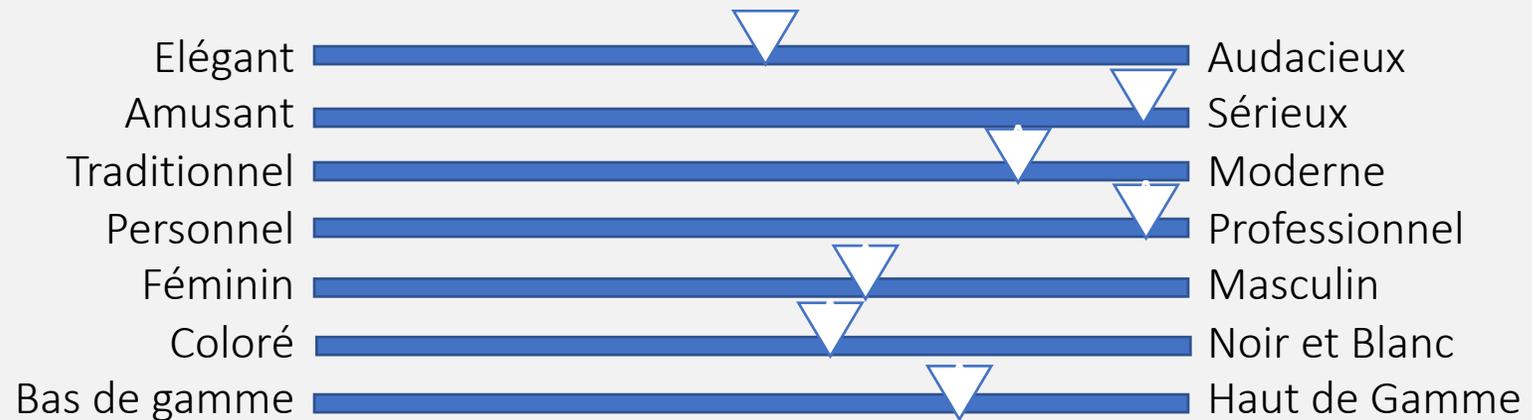
- High-end, we address a target of IT/technology decision makers
- Improving process of the organisation by technicals systems and innovation - the DNA of the think tank
- Professional, we address companies exclusively

Brief

What: Creating a logo

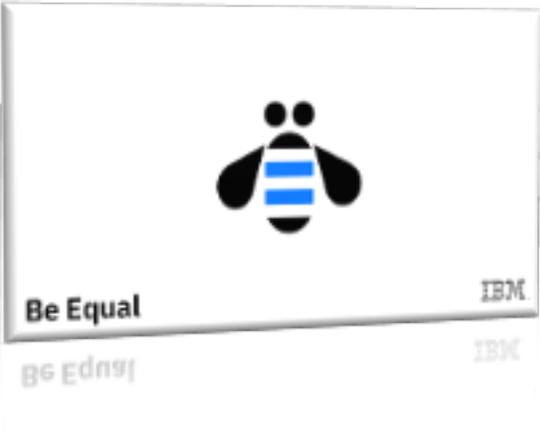
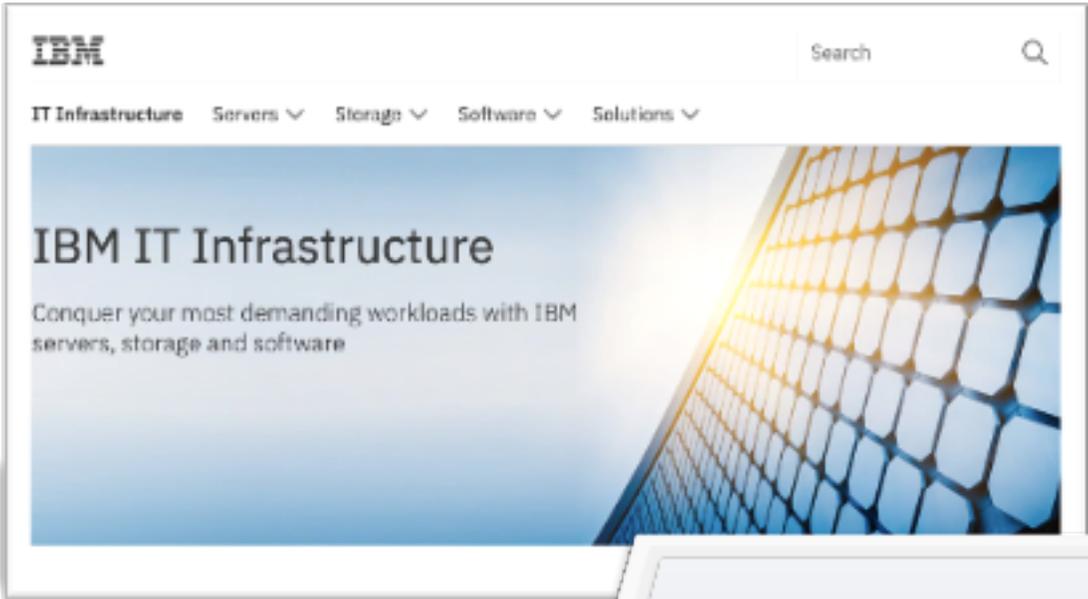
Sector: Technical / R&D

Logo text: CTO Lab'



DNA of IBM

Keep the DNA of the client IBM



Inspiration #1

- IBM ' Bee
- Pollination
- Team work



Inspiration #2

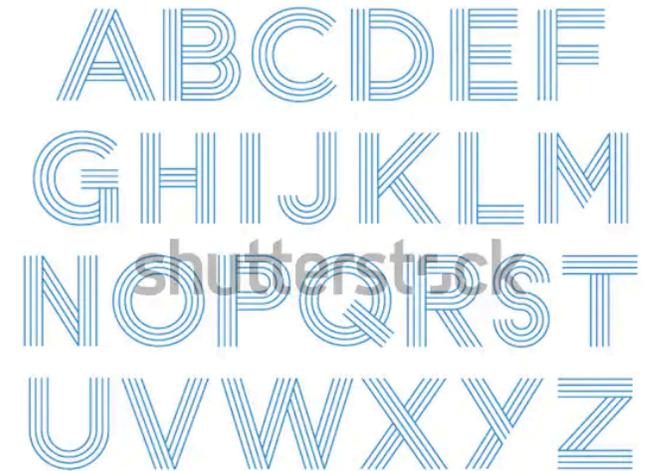
- Typography with CTO Lab'
- IBM logo inspiration
- Technology and R&D



ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROUNDED STENCIL SANS

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REGULAR FONT

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Inspiration #3

- Technology and R&D
- Innovation
- Transversililté



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