



swindonwiltshire

Local Enterprise Partnership

Brand Evolution Update

- Quick briefing to position and table ongoing needs

Presented by George Gill



Objectives of this short presentation

- To articulate where we are now
- To understand the immediate brand requirements
- To kick-start a strategic brand evolution process
- To present some designs in context of this evolution
to illustrate the *direction of travel*

What the Board is asked to approve

Agreement to the direction of travel, pending full approval at the September board:

- Strengthening the colour palette;
- Changing the SWLEP logo font;
- Changing the spatial relationship between the graphic image in the logo and the organisation name
- Reformatting the subsidiary brand logos i.e. Growth Hub and Higher Futures

Why Board approval is needed

It will allow the developers of the Growth Hub digital platform to push on for a September release, with the remaining work to be done on:

- the graphic associated with the logo;
- the use of the ampersand;
- the colour and final look of the main SWLEP logo;
- the final subsidiary brand logos; and
- new brand guidelines

Where is the brand now?

It is	It is not
<ul style="list-style-type: none"><li data-bbox="392 577 654 609">• Professional<li data-bbox="392 669 535 701">• Safe<li data-bbox="392 801 744 832">• Stands-alone well	<ul style="list-style-type: none"><li data-bbox="961 536 1477 614">• Related to the core SWLEP objectives and initiatives<li data-bbox="961 669 1553 747">• meaningful (externally across its target audience)<li data-bbox="961 801 1610 879">• easily adaptable across graphical representations and media formats*

** see later slides*

What can we do to evolve the brand?

- The Board approved the process to explore a SWLEP family of brands 18 months ago.
- The current work is overseen by the Chairman and George Gill provides technical digital marketing advice. They are supported by a Growth Hub working group of SWLEP staff. The group liaises with an external design agency to work on the evolution of the logo designs.

Immediate brand considerations

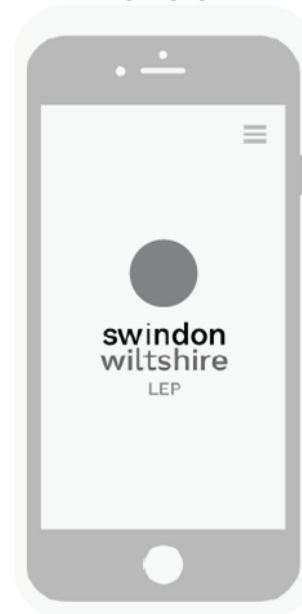
In order to expedite the Growth Hub Portal, we require some minor amendments to the existing brand; these are:

- to provide an emboldened web-friendly font which can work on-all devices and satisfy user criteria for an accessible and enhanced experience

From here



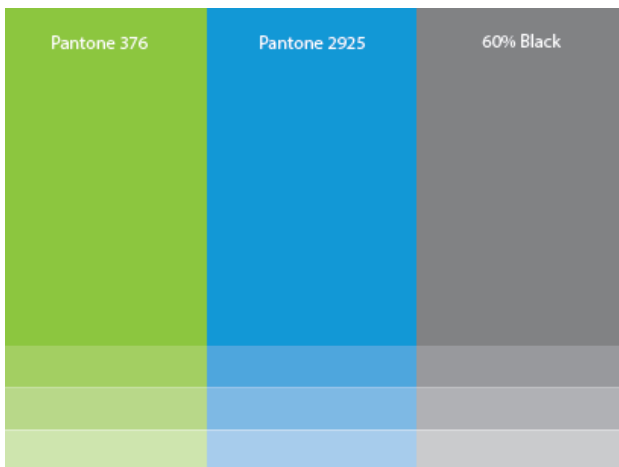
To here



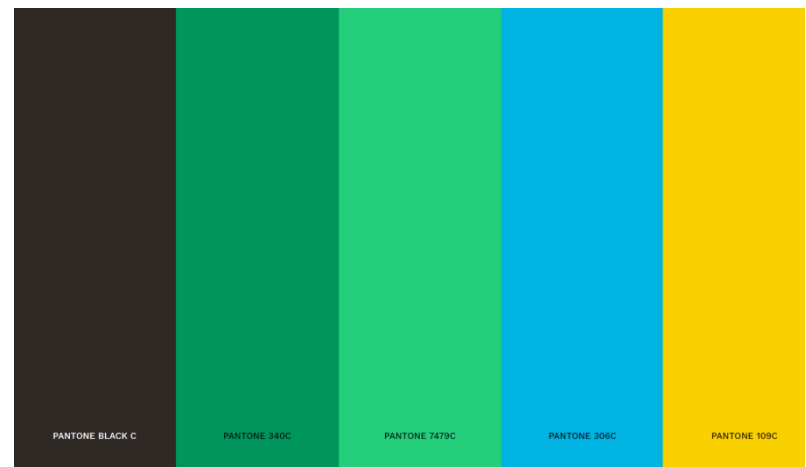
Expanding the colour palette

To provide an expanded colour palette which enriches the design and provides a wider scope for (high-fidelity) design across formats and initiatives.

From here



To here



Evolving the existing brand

- To agree and commit to a brand evolution process to deliver a more ambitious vision for the SWLEP.
- To enable the launch of the Growth Hub portal in September we need to develop a Growth Hub logo based on approved changes to the colour palette and font of the existing SWLEP logo.

Visuals

These are some examples of work in progress to illustrate the brand evolution and bring this process to life.



Using a new colour palette and font



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Option 1.1



swindon&wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Option 1.2



Swindon + Wiltshire
LOCAL ENTERPRISE PARTNERSHIP



swindon+wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Option 1.4



SwindonWiltshire
LOCAL ENTERPRISE PARTNERSHIP

Option 1.5



swindonwiltshire
LOCAL ENTERPRISE PARTNERSHIP

These options are based on web friendly fonts and different versions of text



Growth Hub
SWINDON & WILTSHIRE

Option 1.1

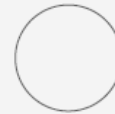


Growth Hub
SWINDON + WILTSHIRE

Option 1.2



growth hub
SWINDONWILTSHIRE



Growth Hub
SWINDONWILTSHIRE

Option 1.4



growth hub
SWINDON + WILTSHIRE

Option 1.5



growth hub
SWINDON & WILTSHIRE

These options are based on web friendly fonts and different versions and styles of text



Higher Futures
SWINDON & WILTSHIRE

Option 1.1



Higher Futures
SWINDON + WILTSHIRE

Option 1.2



Higher Futures
SWINDONWILTSHIRE



higher futures
SWINDON & WILTSHIRE

Option 1.4



higher futures
SWINDON + WILTSHIRE

Option 1.5



higher futures
SWINDONWILTSHIRE

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THANK YOU

