

CALTHORPE BRAND IDENTITY

CREATIVE BRIEF

CONTEXT

The Calthorpe Project is a community garden and centre described as a green oasis in the heart of London where you can eat, drink, relax, play sports, work, take your kids, grow veggies and learn about anaerobic digestion, recycling, composting and the circular economy. Since 1984, its ambition is to be a place where various communities can meet and to improve the physical and emotional wellbeing of those who live, work or study in the area.

CHALLENGE

Over the years, the Calthorpe has suffered from lack of visibility (people pass by sometimes for years without realizing it's there), lack of clarity (when people do come in they have often no idea about the full range of activities on offer) and lack of visual unity & coherence (no brand identity & lots of different comms collaterals).

So to address these issues, Calthorpe trustees and staff have decided, it's time to create a clear brand identity, clear signage in the park and a suite of comms collaterals templates, reflecting the garden's current ethos.

As part of creating this new brand identity, it was decided to change the name from 'The Calthorpe Project' to 'Calthorpe Community Garden'.

OBJECTIVES / TASK

I/ Logo refresher

Following the decision to adopt a new name - it is necessary to update the existing logo of the park.

Previously, the Calthorpe has used 2 logos: a green linear one and a black and white round one. It was decided there was preference for the round one. Please draw inspiration from the images below to refresh and modernize the logo with the aim of making it more appropriate to the inclusive culture, activities and nature of the community garden today.



Tasks:

- Add 'community garden' to the logo
- Recommend a new, more modern font which will be used for the logo as well as the park's signage and comms collaterals (=> see competitor garden logo & existing café font in the attached PPT for inspiration). A secondary & complementary font can also be recommended for all marketing purposes (i.e. website, letter-heads, poster text...) => See Brand Identity brief below.



⇒ See ppt brief doc for additional references.

II/ Calthorpe brand identity

In parallel with the logo refresher, the Calthorpe want to develop a clearer brand identity for the community garden. This will comprise:

1. A clear typography (font) for all comms in the park (logo, signage, comms collaterals, website...)
2. A defined colour palette that will help harmonise the overall look & feel of the park's communication
3. Developing an iconography strategy that will help (along with colour choices) to better visualise the different activities available at Calthorpe (i.e. café vs. sport vs. early years drop in vs. food growing area vs. meeting spaces...).

1. Typography

Recommend a primary and a secondary font to use across all comms materials (logo, signage, comms collaterals like event posters, website, emails...).

Font needs to be distinctive, communicate the inclusive and modern nature of the Calthorpe Community Garden yet be simple & readable.

Benchmark so far is the existing café sign font.



⇒ See attached ppt for more details.

2. Colour palette



Recommend a colour palette of shades that work together and will help identify and colour code the various area of the park.

Please recommend two options:

- one colour palette along the lines of these autumn/rusties shades, and
- another one including the red of the main entrance gate.



⇒ See attached ppt for more details.

3. Iconography

With 'Calthorpe Community Garden' being the new name of the park, each main area of the park &/or activity could have a dedicated sub-name.

Potential sub-names for the various areas & activities:

- Calthorpe – Garden Café
- Calthorpe – Early years
- Calthorpe – Meeting & co-working spaces
- Calthorpe – Sports
- Calthorpe – Food growing
- Calthorpe – Wild garden
- Calthorpe – Allotments
- Calthorpe – Classes & activities

TBC



Like the café icon - purple beetroot on a yellow background - please recommend a dedicated icon and colour code for each area to help people easily grasp all the activities available at Calthorpe Community Garden.

⇒ See attached ppt for more details on areas of the park to distinguish.

Once these 'logo refresher' and 'brand identity' tasks completed, we'll create a designated amount of signs and coms collaterals templates.

Exact amount of signs to be created still TBC.

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