

TOM MACPHERSON HANDS ON CREATIVE

LEARN-AT IDENTITY & BRAND SYSTEM

PROJECT PROPSAL

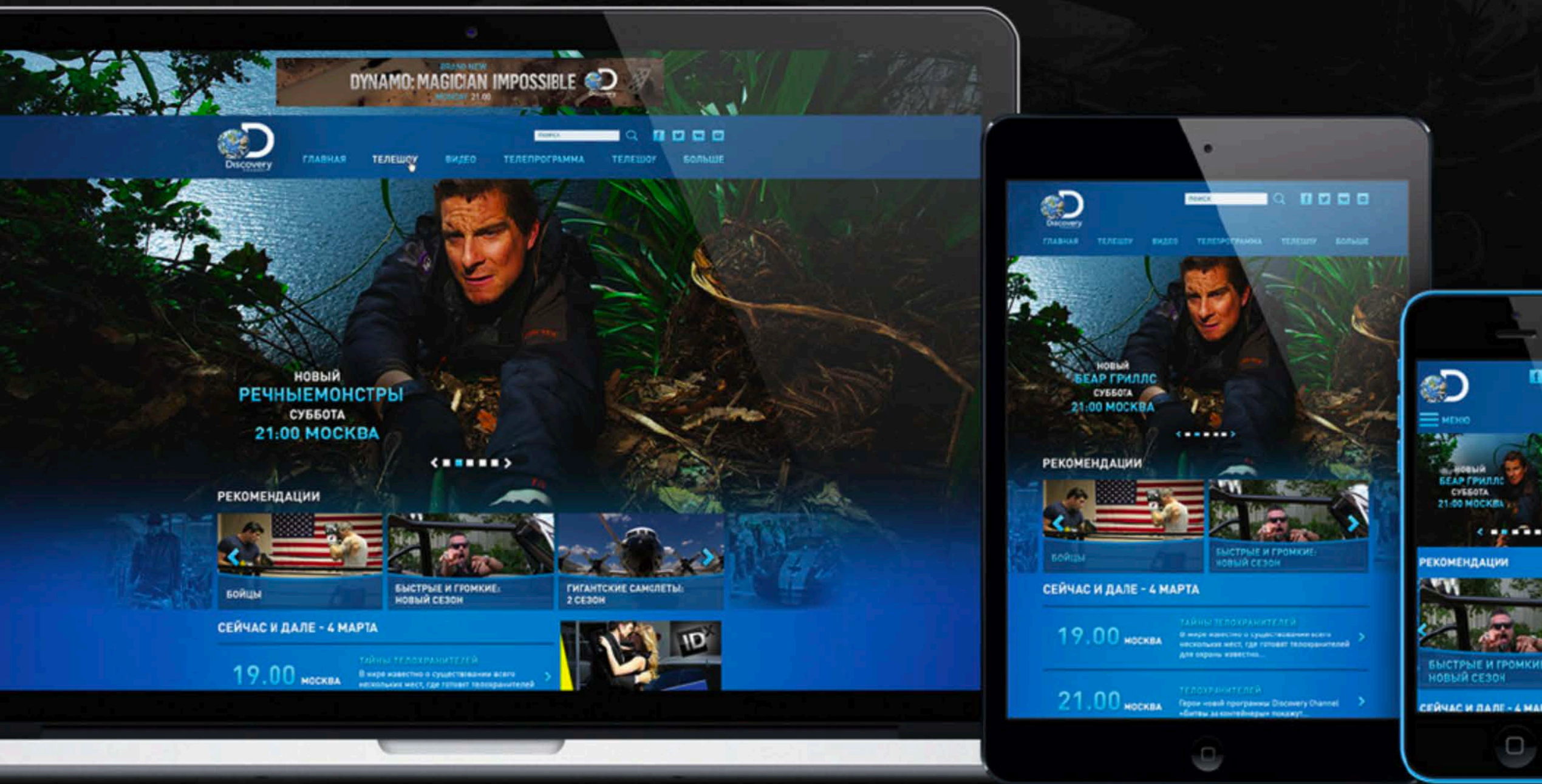
26.08.2024

TOM IS A MULTI-DISCIPLINED CREATIVE WITH OVER OVER 10 YEARS OF INDUSTRY EXPERIENCE WORKING FOR A VARIETY OF GLOBAL BRANDS

TOM HAS WORKED IN NEW YORK AND LONDON FOR GLOBAL DESIGN AGENCIES, DELIVERING THE HIGHEST STANDARD OF WORK FOR AN EXTENSIVE RANGE OF BRANDS IN DIFFERENT CATEGORIES. THESE INCLUDE:

PEPSI, BAILEYS, SMIRNOFF, WALKERS, LAYS, UEFA, EA SPORTS, AS WELL AS PLAYSTATION, NIKE, JEEP AND THE DISCOVERY NETWORK.





Baileys Minis.
 The perfect
 little treat.

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 Stay Stylish, Drink Responsibly. Please do not share this with those under the legal purchase age of alcohol.

BRIEF IN BRIEF

TO FUTURE PROOF *LEARN ACADEMICS TRUST* WITH A NEW BRAND IDENTITY, COMPLETE WITH A FULLY FLEXIBLE DESIGN SYSTEM TO SEAMLESSLY INCORPORATE 3RD PARTY IDENTITIES (SCHOOLS) WHILST PROMOTING CLEAR RECOGNITION.

A REBRAND OF THE PRIMARY LEARN-AT LOGO MARK WITH CONSIDERATION AS TO HOW THE GRAPHIC LANGUAGE ACTS AN AN UMBRELLA FOR INDIVIDUAL SCHOOL IDENTITIES*.

THIS REBRAND WILL REQUIRE TOOLKIT GUIDANCE FOR THE EXTENDED BRAND WORLD. THIS WILL INCLUDE TYPOGRAPHIC, COLOUR AND LAYOUT GUIDANCE AS WELL AS MOCKED UP EXAMPLES OF HOW THIS CAN BE APPLIED TO TOUCH-POINTS SUCH AS LETTER HEADS AND WEBSITE.

* CONSIDERATIONS WILL ALSO BE MADE AS TO HOW A NEW VISUAL DIRECTION CAN INFLUENCE THE REBRANDING OF INDIVIDUAL SCHOOLS



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LEARN-AT BRAND WORLD: PROPOSAL

PROPOSED PHASES AND TIMELINE

PHASE 01

CONCEPT DEVELOPMENT

Unpacking the brand world as it exists, and providing multiple clearly defined refreshed approaches through mood boarding and concept write up for brand positioning.

EXISTING BRAND AUDIT

3 X NEW CREATIVE WAYS IN (TO SELECT 1)
MOODBOARD AND CONCEPT FOR EACH

FEEDBACK ROUNDS X1

PHASE TIMELINE: **TBC**

PHASE 02

DESIGN DEVELOPMENT

Crafting the logo and brand assets in line with the chosen design concept. Further exploring how these apply to touchpoint and provide umbrella brand flexibility

3-5 BESPOKE LOGO DESIGNS

DEVELOPMENT OF BRAND WORLD ASSETS
TESTING OF ASSETS ON RELEVANT TOUCHPOINTS
TESTING OF UMBRELLA FLEXIBILITY

FEEDBACK ROUNDS X3

PHASE TIMELINE: **TBC**

PHASE 03

BRAND GUIDELINES

Fully realised brand toolkit featuring clear guidance on how to implement all aspects of the visual identity system.
Toolkit to include:

BRAND POSITIONING WRITE UP WITH IMAGERY
BRAND ASSETS RULES & INTENT
COLOUR GUIDANCE
GUIDANCE FOR TOUCHPOINT APPLICATION

FEEDBACK ROUNDS X3

PHASE TIMELINE: **TBC**

TOTAL TIMELINE: TBC

PHASES AND TIMELINE SNAPSHOT

PHASE 01

CONCEPT DEVELOPMENT

Unpacking the brand world as it exists, and providing multiple clearly defined refreshed approaches through mood boarding and concept write up for brand positioning.

EXISTING BRAND AUDIT
3 X NEW CREATIVE WAYS IN (TO SELECT 1)
MOODBOARD AND CONCEPT FOR EACH

FEEDBACK ROUNDS X1
PHASE TIMELINE: **TBC**

PHASE 02

DESIGN DEVELOPMENT

Crafting the logo and brand assets in line with the chosen design concept. Further exploring how these apply to touchpoint and provide umbrella brand flexibility

3-5 BESPOKE LOGO DESIGNS
DEVELOPMENT OF BRAND WORLD ASSETS
TESTING OF ASSETS ON RELEVANT TOUCHPOINTS
TESTING OF UMBRELLA FLEXIBILITY

FEEDBACK ROUNDS X3
PHASE TIMELINE: **TBC**

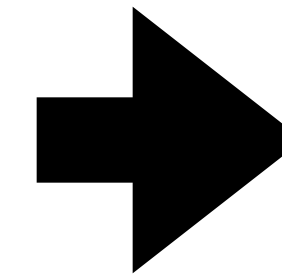
PHASE 03

BRAND GUIDELINES

Fully realised brand toolkit featuring clear guidance on how to implement all aspects of the visual identity system.
Toolkit to include:

BRAND POSITIONING WRITE UP WITH MOODBOARD
BRAND ASSETS RULES & INTENT
COLOUR GUIDANCE
GUIDANCE FOR TOUCHPOINT APPLICATION

FEEDBACK ROUNDS X3
PHASE TIMELINE: **TBC**



PHASE 04

SCHOOL IDENTITIES

Once the Learn-AT toolkit is fully completed then individual school identities can be refreshed with considerations to sit within the fresh umbrella system. These considerations could include:

SHAPE OF CREST
COLOURS OF THE SCHOOL
VISUAL STYLE THAT IS CONSISTENT

FEEDBACK ROUNDS **TBC**

TIMELINE: **TBC**

THIS WOULD BE A SEPARATE PROPOSAL *PER SCHOOL*
NOT COVERED UNDER PHASES 1-3 TIMELINE

PHASE OVERVIEW & FEES

PHASE 01

CONCEPT DEVELOPMENT

£ TBC

FEEDBACK ROUNDS X1
PHASE TIMELINE: TBC

PHASE 02

DESIGN DEVELOPMENT

£ TBC

FEEDBACK ROUNDS X3
PHASE TIMELINE: TBC

PHASE 03

BRAND GUIDELINES

£ TBC

FEEDBACK ROUNDS X3
PHASE TIMELINE: TBC

TOTAL TIMELINE: TBC

TOTAL FEE: £ TBC

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BRAND TOOLKIT EXAMPLE

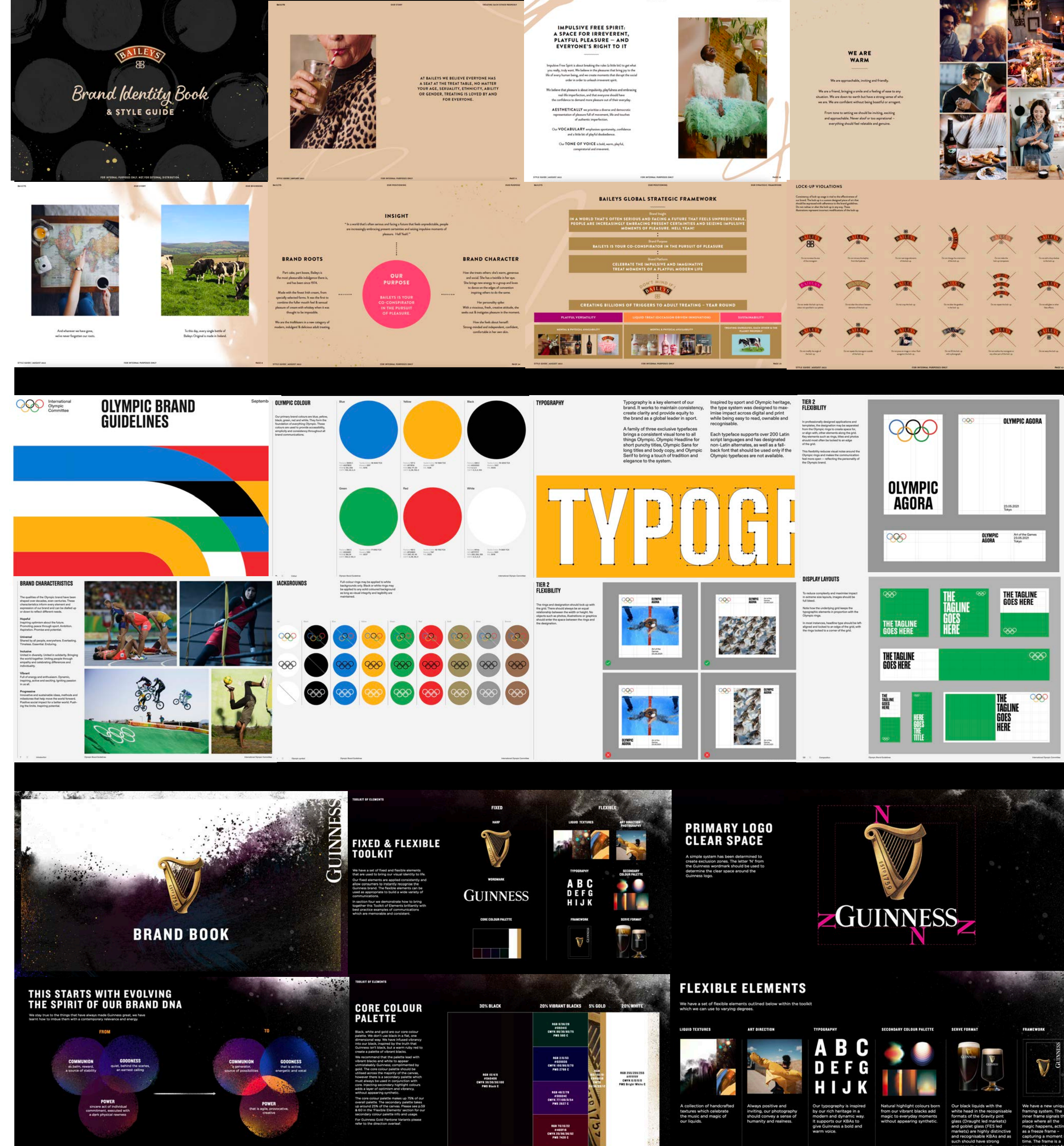
BRAND TOOLKIT EXAMPLE

TOOLKITS ARE VITAL FOR BRANDS, AS THEY OFFER A STRUCTURED IDENTITY SYSTEM THAT ENSURES CONSISTENCY WHILE PROVIDING FLEXIBILITY TO ADAPT TO VARIOUS CREATIVE CHALLENGES.

These toolkits clearly break down the following in order to clearly and simply guide users / brand employees how to visualise the identity, in doing so increasing the overall lifespan of the brand.

- Brand position introduction, supported by visual mood imagery
- Logo uses including scale and application
- Colour guidance to assure clear brand standout always
- Typographic styles, including fonts and layout examples
- Guidance on 3rd party brand integration
- General style guidance for creation of new or future assets

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THANK YOU.

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