

Project case study

Lands Village Hall logo design

Redcentaur Design

sales@redcentaur.com

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1.

Project details

Summary

This project involved the design and implementation of a new, fresh, modern logo for a charitable trust in the North East of England.

Scope

Lands Village Hall Trust was a charitable trust in need of an image makeover. The trust intended to build a web site and belatedly tap into social media. Previously, the trust had no experience of digital media or social media.

Story

The trust asked us to develop a new, modern logo to reflect the Trustees changes and the charity's new direction. The consistent logo and stationery had to reflect a more professional and well-managed approach. This initial project was the first of a broader works package that would create the professional image the trust required.

However, the trust did not want the logo to be too glossy or swish: it still needed to be grounded as the organisation was, after all, a modest concern.



Lands Village Hall Logo design

With limited experience of brand identity issues and concerns, the trust needed a simple logo that did not require too much positioning, or consideration when placing in a new document.

2.

Solution

What we did

Our approach to this project was collaborative, involving the trust's Management Committee. We quickly walked through several different iterations and options, offering alternatives and requesting each member of the committee to vote on their personal preferences, identifying the reasons for their choices. At each stage, we explained the benefits and consequences of the various options available during that iteration.

When the members of the committee expressed their opinions and selected an option, we devised new alternatives based on their selections. In this way, we iterated through options until we finally arrived at a popular choice that would work for the Trust.

As a final checkpoint, we used the "final" choice against some of the previously dismissed options, to ensure that it was indeed the best fit. In each of these A/B test options, the final choice was the one selected.

3.

Conclusions

Successes

We delivered a great logo to the trust within a matter of a few days. The trust's team were happy with the final logo form; it reflected the past signage on the hall, but modernised and dramatically improved.

We provided the logo in various digital formats to enable the trust to use it flexibly. We gave the trust PNG files for general use and SVG to scale it effectively.

The end product was clean, fresh and modern. It identifies the charity clearly, and the outline around the name suggests enclosure, safety and trust.

Challenges

The project started just as the UK began enforcing COVID-19 restrictions. That was the biggest challenge to the project because it prevented us from meeting the committee to discuss any aspects of the process in person. The project was entirely completed during the first UK lockdown when it was impossible to meet people outside of your immediate household.



Through exceptional communication and a determination to be involved in the project, we used WhatsApp® to keep the project moving forward. Having WhatsApp as the primary communication channel was troublesome, but it allowed everyone to see the same options with an opportunity to comment and vote on preferences. As the team members saw later iterations of the logo design incorporate the decisions previously made, they felt involved and empowered, and trusted the process being followed.

Impacts

The logo helps the trust project its professionalism and trustworthiness. These are critical factors when asking people to make donations and support a small charity. The use of the logo across all of the trust's channels, including social media and charity web pages, has already seen an increase in donations.



Figure 1: Lands Village Hall Trust logo