



## Hadley Learning Community

HLC is a £70 million PFI-build multi-phase school with community facilities for sport, the arts and life-long learning.

### ROUTE

HLC searched for an award-winning Midlands-based design consultancy. IE was appointed after a credentials pitch.

### BACKGROUND

As the first of a new breed of 'future-schools' and after years of planning and building, HLC needed a brand that could communicate their growing reputation as a pioneering, visionary and sector-leading organisation.

### BRIEF

To create a parent identity and 5 subsidiary identities (Secondary Phase, Primary Phase, Special School, Early Years Unit and Children's Centre) incorporating a circle motif in order to reflect both the physical and the philosophical structure of the organisation. To communicate the centrality of partnership, collaboration and community, evoke a sense of aspiration and achievement and create a system capable of applications from signage to screen, school uniform to prospectus.

*"A great presentation and a fantastic solution. Embraces all of our key values. It'll be cool to walk into Tesco with the identity on my uniform. Clean. Crisp. Clever. Love the range of interpretations and applications. Fantastic colours – great palette. So simple yet so flexible – I'm stunned."*

*Gill Eatough, Principal, Hadley Learning Community*

### TIMEFRAME

8 weeks from pitch to delivery of Brand Identity. Additional work ongoing.

### BUDGET

Initial Brand Identity £14K

### OUTCOME

HLC opened its doors in September 2007. Brand identities, architectural typography, way-finding and uniform design consultancy are all in place.



### SERVICE OFFERING

- Brand identity
- 5 Subsidiary identities
- Signage and way-finding system
- Stationery and corporate literature
- Architectural illustrative typography (carved flagstones, laser cut steel and bronze)
- Advertising
- Ongoing provision of brand management consultancy

### FIND OUT MORE

WANT TO FIND OUT MORE ABOUT OUR WORK FOR HLC? CONTACT US NOW FOR DETAILS  
0800 047 0807