
Fusion

Brand strategy | Identity | brand communication | Web site



“Feedback I’m getting all the time from events and presentations I’m making is all immensely glowing about our branding. It definitely reflects us as a high quality, professional offering”

Andrew Sirs-Davies – Project Manager, Fusion

Honey - Commercial Brand Partners:
Commercial Planning, NPD Innovation, Branding,
Design, Digital and Marketing.

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LONDON FUSION

creative & digital collaboration



The Opportunity:

London Fusion is a new service that helps creative and digital SMEs to develop. It is run by a consortium lead by The Royal College of Art and The Work Foundation.

This EU-funded project quickly needed to make its offer known across multiple stakeholders and so they asked Honey to develop a brand and visual identity that could be applied easily across all communication touchpoints.

The insight:

An identity system that needed to be about delivery and benefit, not process and in a language that connected with creative and digital companies. This had to feel like the London Silicon Valley.

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The Solution:

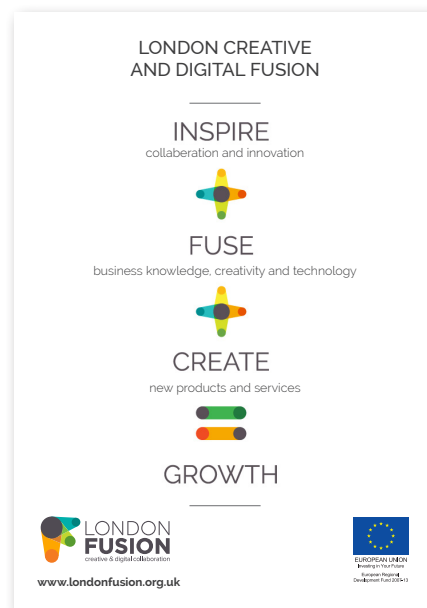
We ran a strategy workshop, bringing all of the stakeholders together, focussing on the target audience and the benefits of the programme to them. This led to a strong yet simple brand, visual identity and messaging hierarchy, that would kick-start them in the marketplace.

From there we designed their website and a host of marketing materials that can be used to recruit new companies to the programme.

The result:

The programme launched in early 2013 and is aiming to target over 1,000 London-based SMEs per year. Initial results are promising: events for the target audience have been oversubscribed.

London Fusion's partners are developing marketing materials based on the detailed brand guidelines supplied by Honey.



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