



YOUR  
HERITAGE

LOGO CONCEPTS

# BRIEF

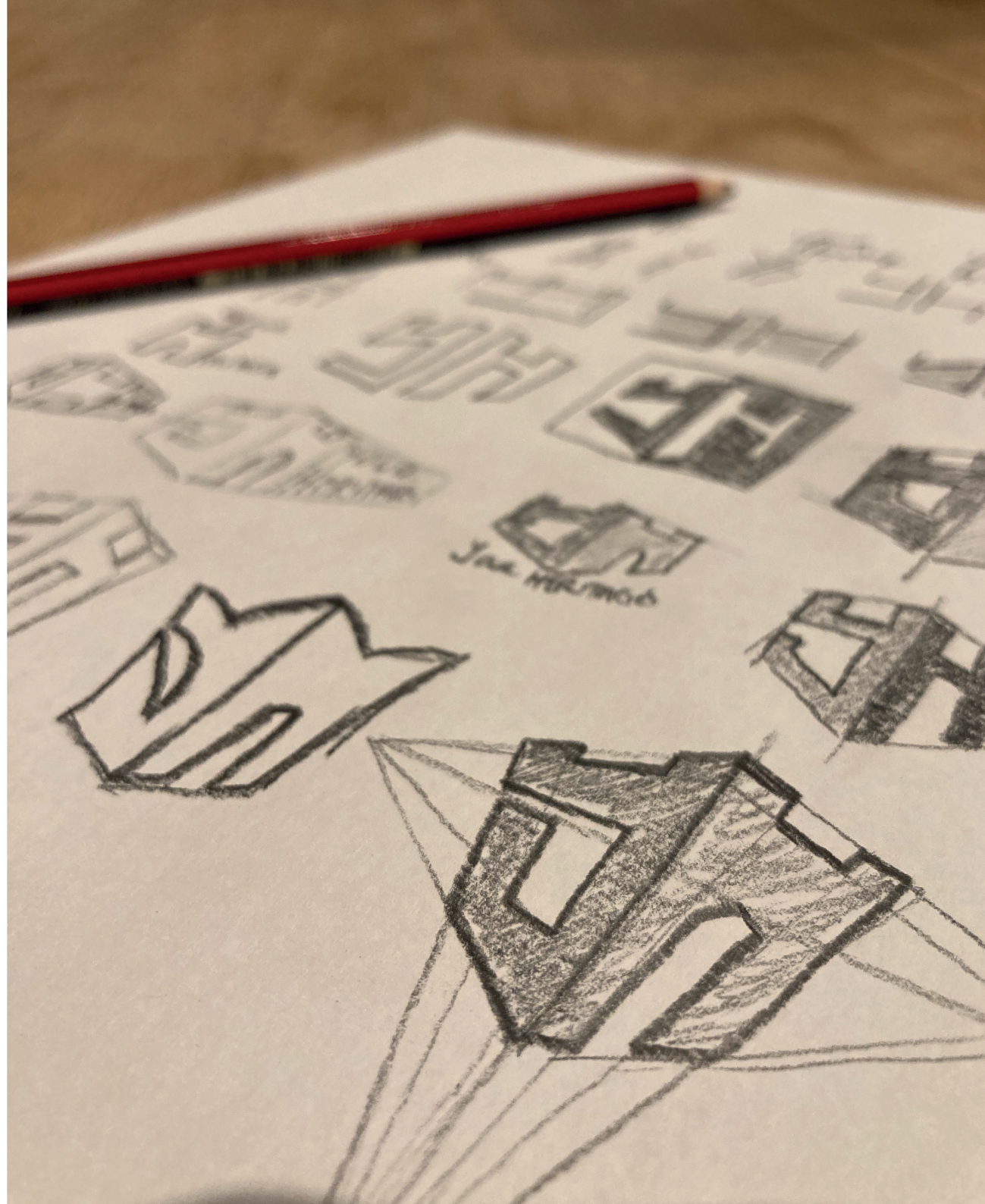
To design a logo and branding for a new heritage organisation working across several platforms to help support Museum and Heritage to develop their visitor engagement and care for their collections.

The design must be dynamic, modern yet contemporary but not overly complex and must ideally have a 'timeless' feel.

It is important that the design clearly communicates the companies heritage routes and has clear links to the United Kingdom in particular.

It is also important that the design does not infringe on existing properties or look like a variant of existing heritage logos such as English Heritage or Historic England.

Ideally the design should contain unique elements that enable the logo to appear and be recognised with or without text.



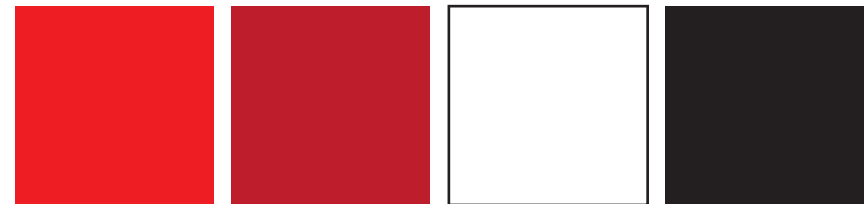


# COLOUR THEMES

There are three colour schemes used for the following early concepts along with a black and a white mono version. The colour schemes are:

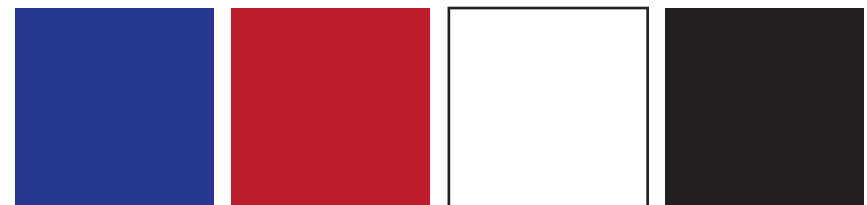
## GEORGE

Based on the colours of the St George flag with two tone variations on the red set against a white background.



## JACK

Based on the colours of the Union Jack with a royal blue, red and a white background. This three colour combo is popular with British and American logos.



## PUNCH

A golden yellow theme that suggests gold and wealth (crown) but also sandstone and brick (sandcastle). Punch is a more playful theme and a less common colour scheme.



#F59E00

#FDC400

#F6E9C4

#2D2C19

# FONTS

Two possible fonts for the branding. Adobe Jenson Pro can be used for headers and highlights. Myriad Pro can be used for content and subs. The two compliment each other nicely with the Adobe Jenson Pro offering a more classical feel with nordic influences to reflect the Roman/Norman influences on English history. The Myriad Pro is a sharp modern font, similar to the one used by popular tech leaders like Apple, and suggests clean and efficient, tech savvy.

**Adobe Jenson Pro**  
Myriad Pro

**ADOBE JENSON PRO**  
MYRIAD PRO

Aa

**Adobe Jenson Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,;.£&?

Aa

**Myriad Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,;.£&?

**YOUR HERITAGE**  
**SHORT MOTO**



# CASTLE

A castle is a symbol of strength and power. It is a home, a haven and a dominates the landscape. It is associated with wealth and influence and says 'we are here, this is our land and we will not be easy to conquer.'

The CASTLE design capitalises on the natural shapes of the letters and is the only design with a 3 Dimensional theme.



# DEFENDER

A Shield is a symbol of protection and strength. It is the first line of defence and suggests chivalry and honour. The Defender designs says 'we are here to protect you, defend your virtues and ward off your foes.'

DEFENDER is the first variant on CASTLE. The shape is not so 'square' and the door resembles the point of a sword.





# ROYAL

Royal suggests authority and wealth, tradition and history. It indicates a premium product and something to aspire to. There is no higher authority and says 'this is a product for Kings, we sit on the throne and all others are inferior.'

ROYAL builds on the earlier concepts but is less prescriptive. The image retains both the sense of a castle and a shield but the simplified door gives wider interpretation.



# QUICK COMPARISON

	CASTLE	DEFENDER	ROYAL
GEORGE	 YOUR HERITAGE	 YOUR HERITAGE	 YOUR HERITAGE
JACK	 YOUR HERITAGE	 YOUR HERITAGE	 YOUR HERITAGE
PUNCH	 YOUR HERITAGE	 YOUR HERITAGE	 YOUR HERITAGE
MONO	 YOUR HERITAGE	 YOUR HERITAGE	 YOUR HERITAGE



# CHOSEN CONCEPT

ROYAL PUNCH is a very versatile design. It works equally well in mono variants and full colour mode and has incredible flexibility.

The shape not only incorporates the company initials YH but is suggestive of castles, shields and crowns and the unique orange and yellow theme not only helps to make the brand stand out but also links the castle concept to sandcastles and therefore seaside heritage.

Whilst red and white, or red, white and blue, are more patriotic there was a sense that this would not help the brand to stand out in a busy market place. The colour becomes synonymous with the brand itself.

The font and logo work well together to create a modern and clean design with clear Saxon influences present in the font selection.



# ROYAL PUNCH VARIANTS

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.





# STATIONERY



Designed by



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