CASE STUDY /
ED.VANTAGE / EDUCATIONAL COLOURS
BRANDING

BACKGROUND

Educational Colours (EC) looked to frame their evolving organisation by providing a parent label to accompany the growth of several new additions. Already a prominent figure in the educational, arts and craft industry, EC sought a mixture of professionalism and fun for their evolving brand, on the brink further growth.

The key was to understand the direction and requirement EC required. Although there was a level of freedom to the brands creation; the typeface used, colours chosen and overall design needed to ensure it was reflective of the EC brand as a whole. This meant something that was professional, appealed to its target market, whilst not taking away from the nostalgic connection with its loyal clients.

SOLUTION

The process began with the name 'Your Educational Advantage', which soon evolved to 'Ed.Vantage' after a series of brainstorming sessions focused on finding the right approach to the brand. The chosen word mark portrays the professional aspect of the company, whilst the softened edges provide the element of enjoyment that comes with learning and creative pursuits. Furthermore, the rounded word mark sits well with the sub-brands of Educational Colours and Learning Can Be Fun, as they all utilise similar shapes.

The colour scheme was chosen to also reflect the underlying concept of professionalism and play. As a result orange was selected for its psychological roots in 'spring – growth and development', whilst a balancing grey provided just the right mix of sophistication.

SERVICES

- Naming
- Brand Development
- Collateral
- Website