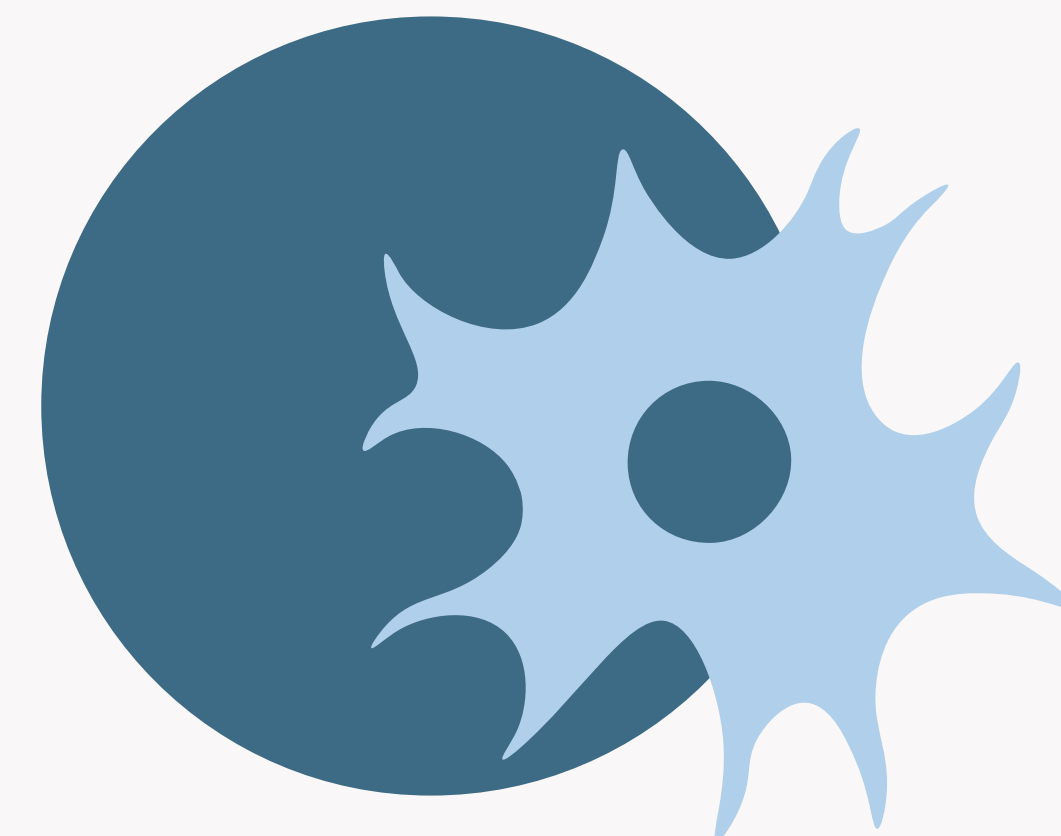


UNQUIET MEDIA

DESIGN PORTFOLIO



DESIGN CONSULTANCY

One of the most effective ways you can communicate to prospective employees, to your clients, and to your audience, that you are neuroinclusive is through your branding and marketing.

Yet so few companies do so.

Put yourself on the map and show you care about neurodiversity!

Unquiet Media can help you create beautifully designed and inclusive and accessible branding materials, social media campaigns, corporate or project identities, or all and everything in between, whatever your business needs or budget.



OUR DESIGN TIERS

TIER 1 INCLUSIVE DESIGN CONSULTANCY

We are passionate about inclusivity and experienced in inclusive design principles.

If you need some simple tips or advice on how to make your:

- Brand
- Website
- Internal or external visual materials (PowerPoints, Word Docs, pitch decks, etc)
- Social media posts
- Job ads
- Posters/call outs

... more neuroinclusive, get in touch.

Approach: we will consult on individual materials or general brands, offering advice or constructing best practice guidance for a business, scaled to budget and expectations.

TIER 2 DESIGN TEMPLATES

Would you rather start from scratch when it comes to your neuroinclusive visual materials?

We can build easy-to-use guided templates (Word Docs, PowerPoints, Social Media posts, etc) for these purposes, all designed around and enhancing your company's existing visual identity.

These can be shared amongst your team to ensure continuity in both aesthetics and inclusion across your deliverables, which will be enhanced by accompanying assets, bespoke best practice guidelines, and examples for reference.

Approach: using your existing brand identity, we will create bespoke, easy-to-follow templates that help ease your workflows and ensure uniform inclusivity and design across all of your visual materials.

TIER 3 BRANDING OR REBRANDING

With an extensive portfolio of brand creations, we are experienced at building innovative designs and visual identities for businesses - with neuroinclusion at the forefront of the iteration process.

We combine your business USP and your core values with inclusive design principles, ensuring that even in brand, the world knows that you value your people and you are authentically committed to inclusivity.

Approach: following a deep research and conceptualisation phase, we offer a number of deliverables, including brand guidelines, document templates, business cards, social media templates, websites, posters, banners, email signatures, merch, and much more - all depending on your budget and ambition.

KEY

Our tier system helps us to properly allocate time and resources to each project on a case-by-case basis, working to a client's budget and expectations.

For ease of navigating this portfolio, we have used a key to identify which project fell under which tier, to give you context to what level of research and deliverables tend to be expected of individual tiers.

The relevant tier is shown on the bottom right-hand corner of the opening page of each project.

Inclusive Design Consultancy

Where companies have got in touch for advice, we've offered written or verbal feedback on where changes could better benefit a neurodiverse audience.

Design Templates

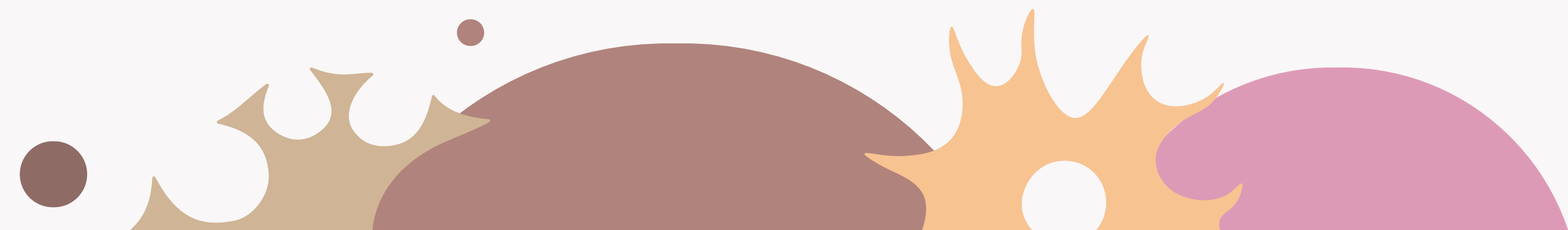
Designed visual deliverables based on the companies original branding. We build these templates with neuro-inclusion in mind, and provide written guidance on how to use and adapt them.

Branding

Where we have built brands from scratch to give businesses a unique visual identity, rooted in the company's origins, USP, and core values - all designed with neuro-inclusion at the forefront of the process, showing the world that you put people first.

Rebranding

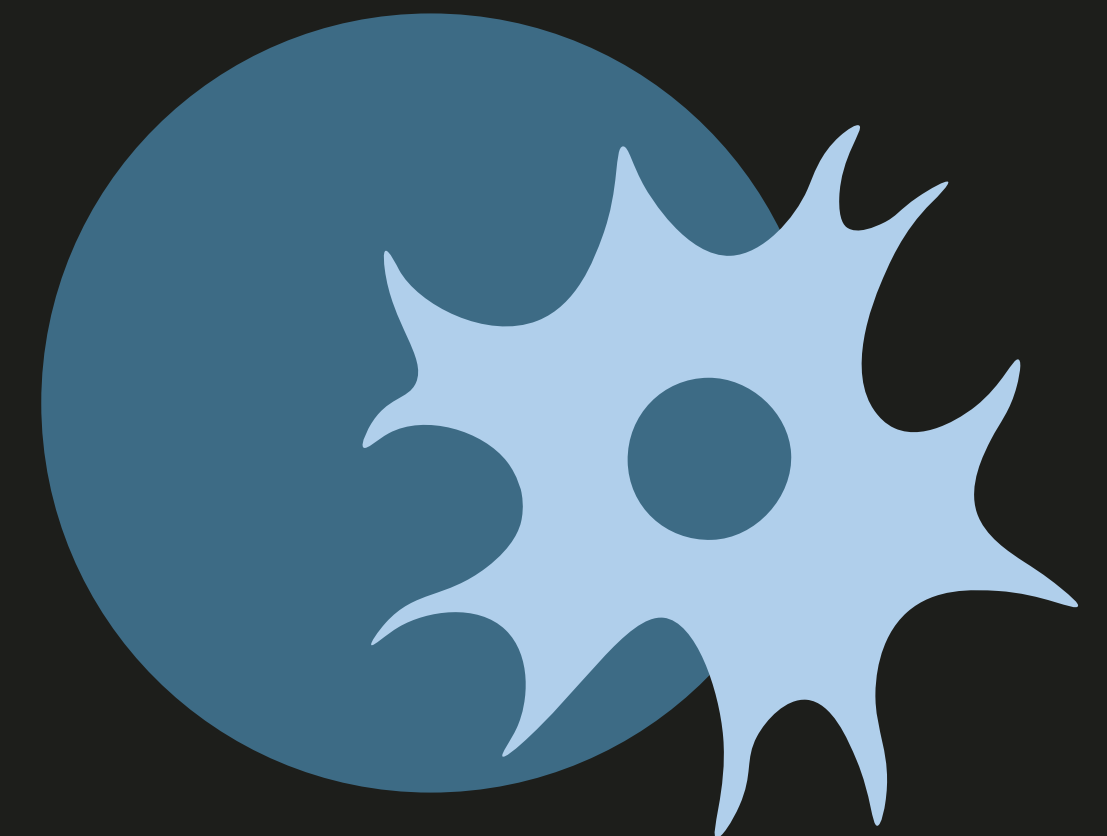
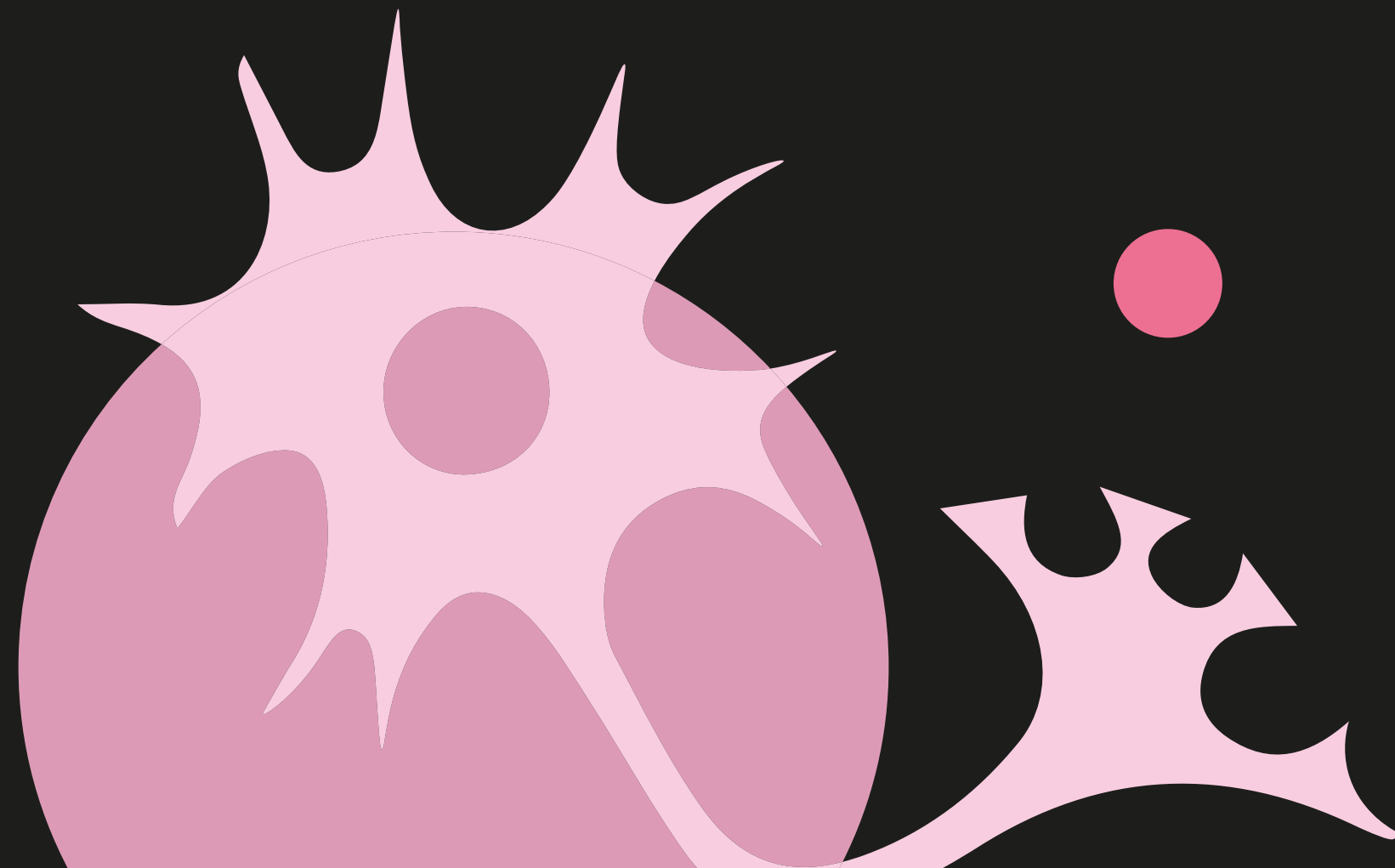
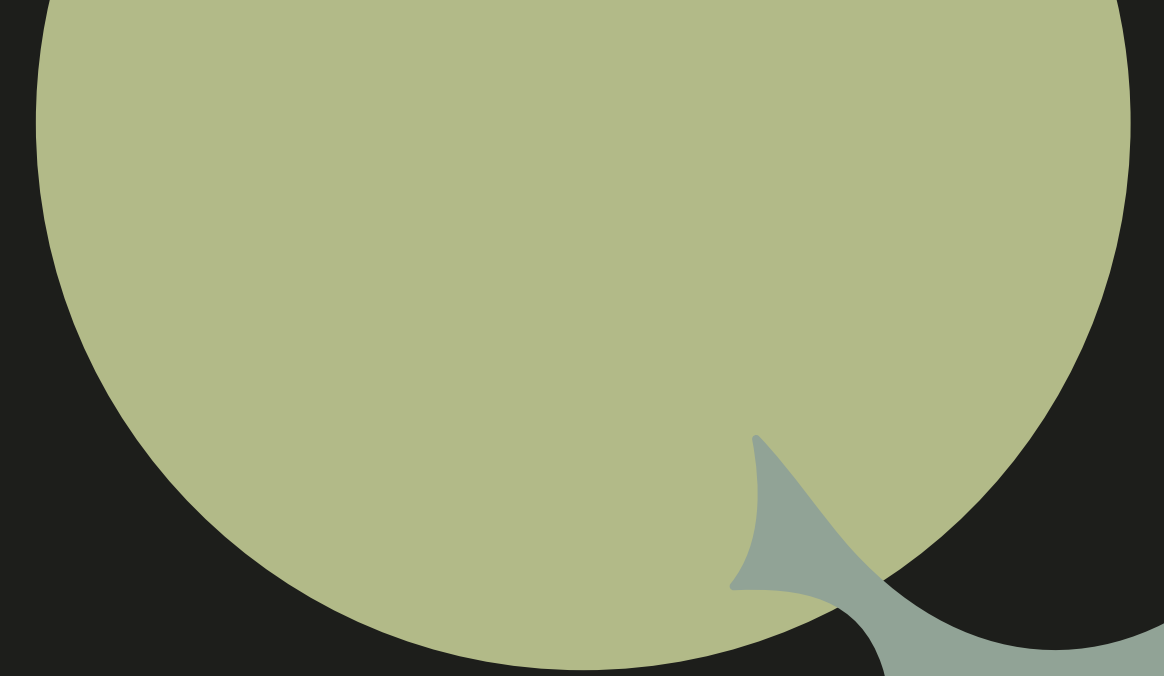
Where we have made small changes to an existing brand that retains the unique look and feel, but better considers inclusive design practices and brings something fresh to the identity.





UNQUIET MEDIA

OUR BRANDING



OUR BRANDING.

We have ensured that our 'body text' typeface is neurodivergent friendly: a printed, geometric sans serif font with rounded edges is far more legible for dyslexic readers but still offers a unique look to our brand. (Rello,2013) Our 'heading' typeface is unified to our media group, Fields Park - keeping a family resemblance across our partner companies!

Through our research, we have discovered that pastel colours make for the most inclusive colour scheme, as the softer palettes are better associated with focus and calm, and are less overstimulating for those with sensory sensitivities. This motivated the colour choices for our new look. (York, 2023)

TYPOGRAPHY

HEADINGS

LHF GLORIA BOLD

SUBHEADINGS

Josefin Sans Medium

BODY TEXT

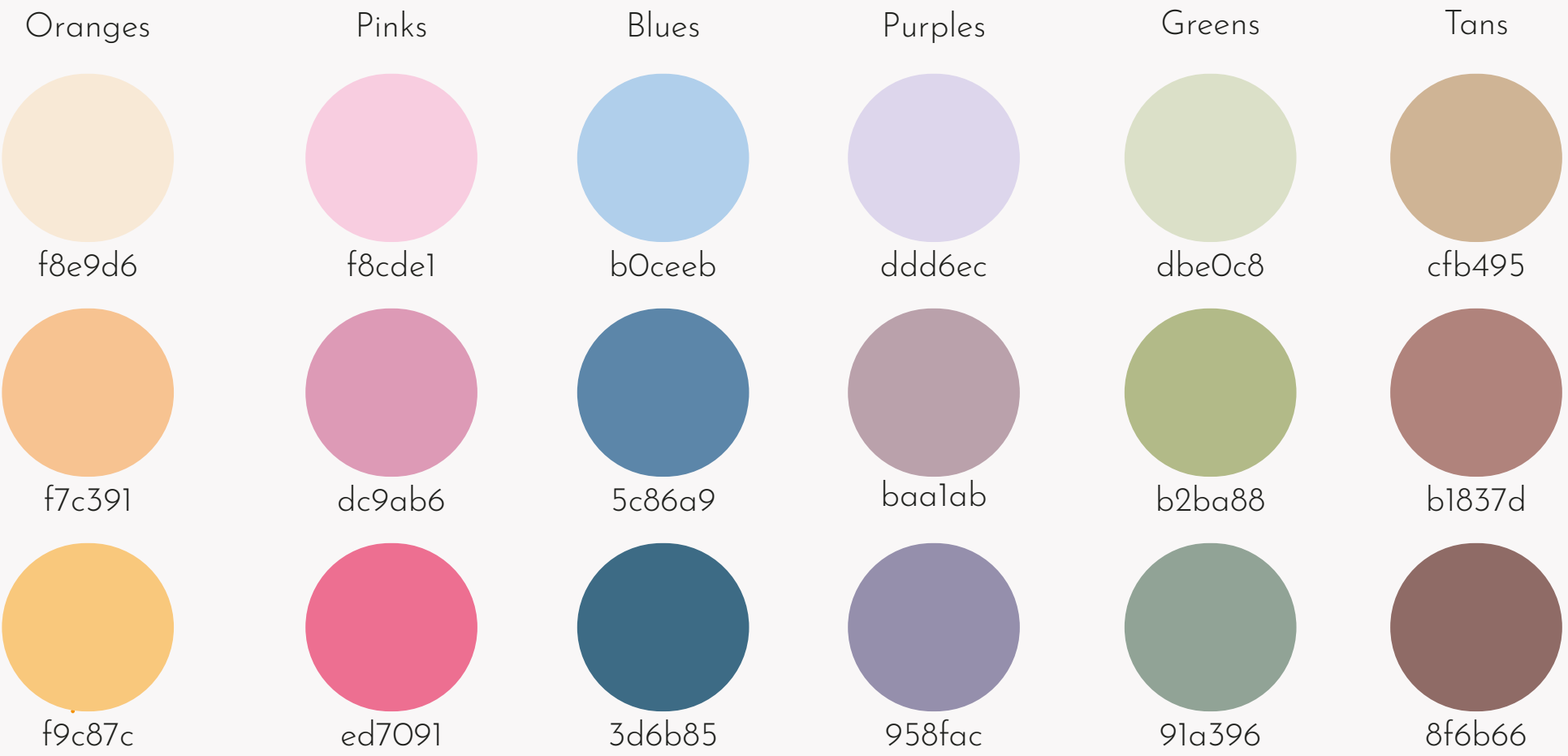
Josefin Sans Light

COLOUR SCHEME

Primary colours



Secondary colours



LOGO & ASSET CREATION.

Unquiet Media are a unique consultancy and production company crafting compelling content and specialist advice around all matters of the human mind, rooted in diverse perspectives, lived experience, and expertise in the worlds of media and science.

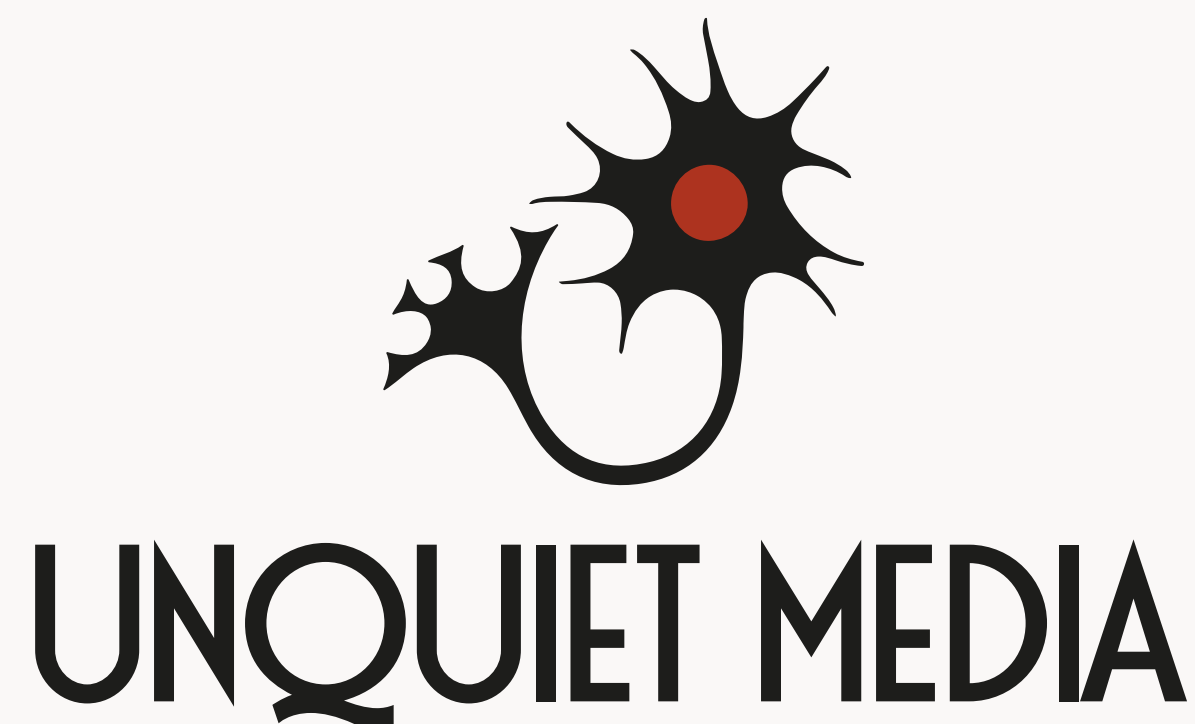
Because of our roots in neuroscience, we adopted the shape of the neuron for our company logo. The neuron - the information messengers of the nervous system - are an apt symbol for Unquiet Media.

We view our mission as passing information about the brain, and from the worlds of psychology and neuroscience, to wide media audiences, in a way that entertains, educates, and informs.

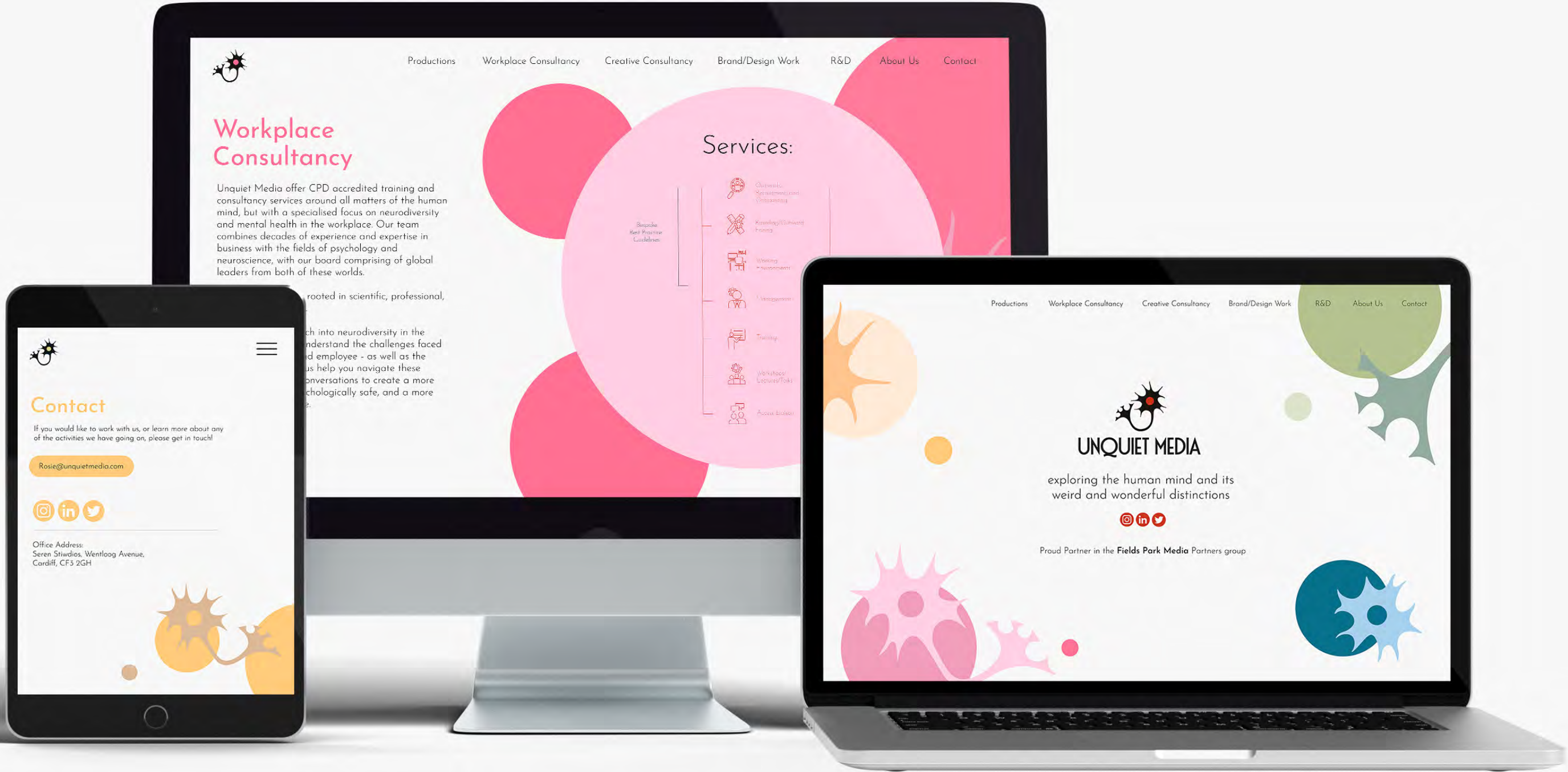
In order to expand the branding, we developed visuals from the core logo to offer visual variety.

Paring these assets with the simple circle, which represents the nucleus (the centre of the neuron);

we have developed a unique visual for the brand deep-rooted in our USP, our core values, key cognitive science, and the human experience.



OUR BRAND IN CONTEXT .



CONSULTANCY PROSPERUCUS .





fostering a more neuro-inclsusive
creative industry

client brief

About Exceptional Minds

Exceptional Minds is a toolkit built to help businesses and employers in the media industry to better recruit, support, retain, and value neurodivergent talent - and help neurodivergent Creatives better navigate our sometimes tricky sector.

The Brief

We were tasked with developing a neurodivergent-friendly brand identity that could be used across various visual assets that would be communicating important (and often heavy) messages. It needed to be smart, engaging, but also inclusive and accessible.

Our Approach

We did a lot of research into neurodivergent friendly design principals, developed a palette and typographic system that would be functionally accessible for ND individuals to follow but also appear fresh and engaging. We wanted to find a way of making the branding unique so took time to develop the synapse motif, a visual identity carried out throughout the brand, appearing as the repeated 3 dots across the work.

Deliverables in this Project:

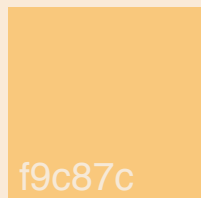
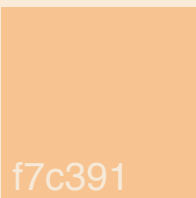
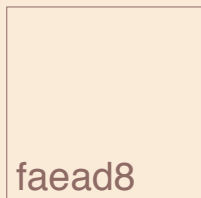
- **Handbook**
A detailed guide on neurodiversity in the creative industries.
- **Website**
A hub of information on all things neurodiversity. including tips, tricks, and downloadable resources templates.
- **Social Media**
A curated branded Instagram feed.
- **Animations**
Using our characters, we developed formula for animated content. This is also a more accessible way of accessing information for ND individuals.
- **Event Marketing**
This includes event banners, business cards, letter heads and other branded merchandise.



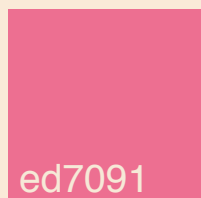
branding

colour palette

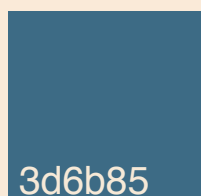
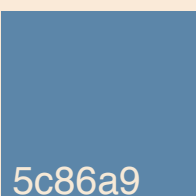
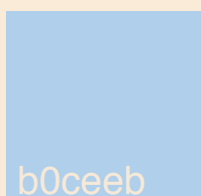
oranges



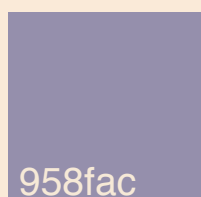
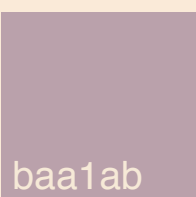
pinks



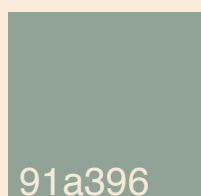
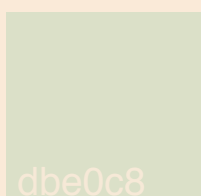
blues



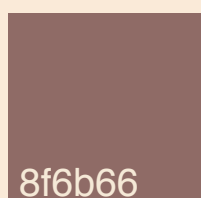
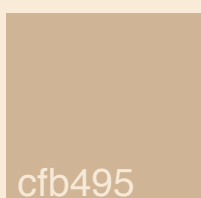
purples



greens



tans



why use pastel colours?

Studies show that neurodivergent people often engage best with a softer colour palette, as brighter colours are often overwhelming and contribute to sensory overload (York, 2023).

In addition, dyslexic and autistic people in particular find orange and peach colours easiest to follow as a background colour, with a darker colour being used for text.

This research informed our palette selection.

typography

headings

**century gothic pro
bold**

sub headings

centry gothic pro
regular

body text

centry gothic pro
regular

12 pts

why these typefaces?

Each font has been chosen based on their legibility for neurodivergent readers.

Research suggests that using a sans-serif typeface (printed/un-joined text), well spaced kerning (spaces between letters), and using a font size 12pt+ is optimal (BDA, 2024).

Definition between titles and body text in size, colour, and spacing is also recommended.

identity

the synapse visual motif

The Synapse Visual

We knew that we wanted this project to have a clear identity that unified our brand, visually and conceptually.

With our research into the neurological underpinnings of neurodivergence - or what we understand of them in the current literature - we were drawn to the process of communication between neurons (nerve cells responsible for receiving and sending messages all over our body) in the brain as an interesting visual.

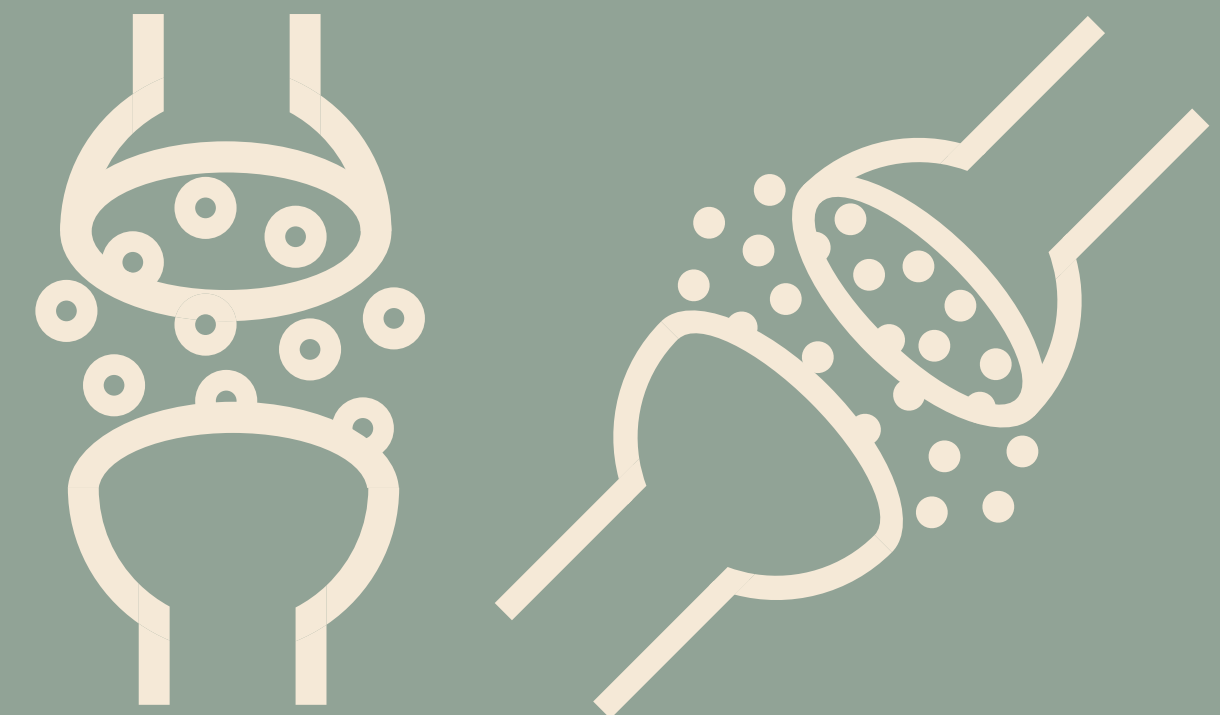
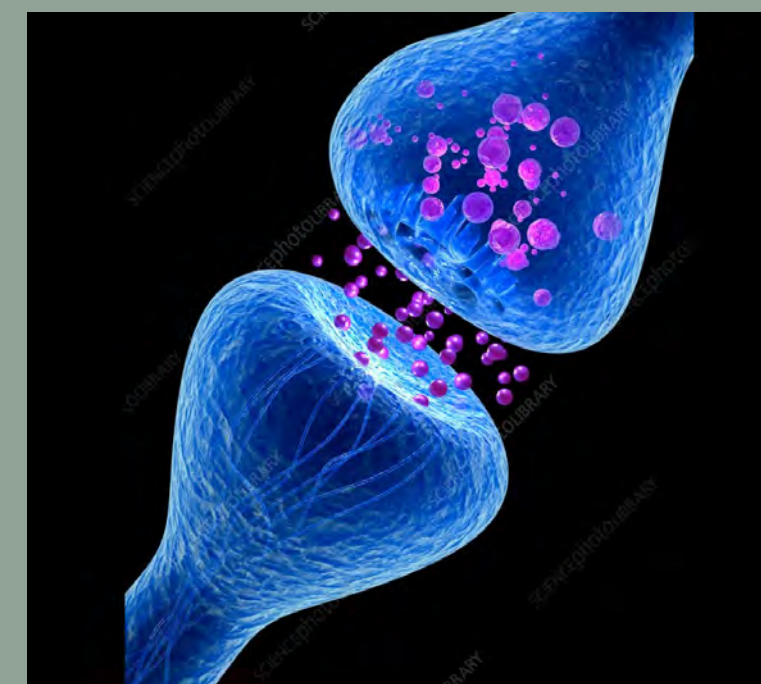
It is thought that these processes - the passing of neurotransmitters between neurons via the tiny gaps known as synapses - are affected in some conditions such as ADHD and autism.

It is also a nice symbolic illustration of our intentions with this project - about opening up communication around neurodiversity, and new channels between neurodivergent employees and leaders in the industry.

Pitney Bowes Pictograms



Initial Synapse Visuals



identity

pictograms

Simplifying the synapse visual

We simplified this neurological process and visualised this concept with the three dots anywhere a line was used, repeated across our pictograms, illustrations, and visual resources.

This was a consistent visual motif throughout the project.



Expectations



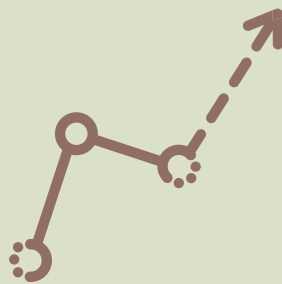
Recruitment



Schedules



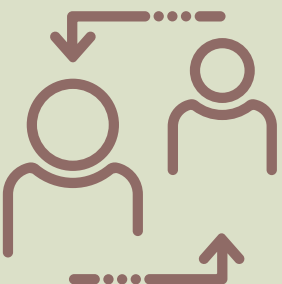
Retention



Progression



Freelancers



Mentoring

identity

neurodiversity pictograms

Neurodiversity Icon

The concept of 'neurodiversity' itself needed a standout icon for the project. It is the base visual for all neurodivergent conditions.



ADHD

Varying sizes and directions of triangles, inspired by the fluctuation of focus and energy associated with ADHD.



Dyslexia

Each shape is a broken or distorted letter form, to communicate a sense of the struggle with text or written language.



Dyscalculia

This icon uses distorted mathematical symbols to communicate the focus of the condition.



Autism

Inspired the visual of cogs as autistic people are often pragmatic, logical, and perceptive.



OCD

This icon derived from the idea of order and pattern along with the repetitive behaviour associated with OCD.



Dyspraxia

Inspired by the relationship with spatial awareness and balance often proving a struggle for a person with dyspraxia.

identity

brand values



people

...

improving working practices and ensuring psychological safety for the incredible people who inhabit our industry



neurodiversity

...

research led by experts in developmental psychology and neuroscience, and informed by lived experience



media

...

Decades of media experience and industry-leading consultants place us well to know what businesses and employers need, and to create content about and in this space



combining these values in order to make the image in our logo

our logo



exceptional
minds

identity

characters

We felt that characters were essential to bring some life, clarity, and identity to our design. They were used to help explain complex themes, or punctuate important bits of information.

They were important visual communication tools that utilised the 3 dots, were unique in design, were deliberately ambiguous in their depiction of age, ethnicity and gender, and a calming and uplifting presence throughout the produced resources.



research in context

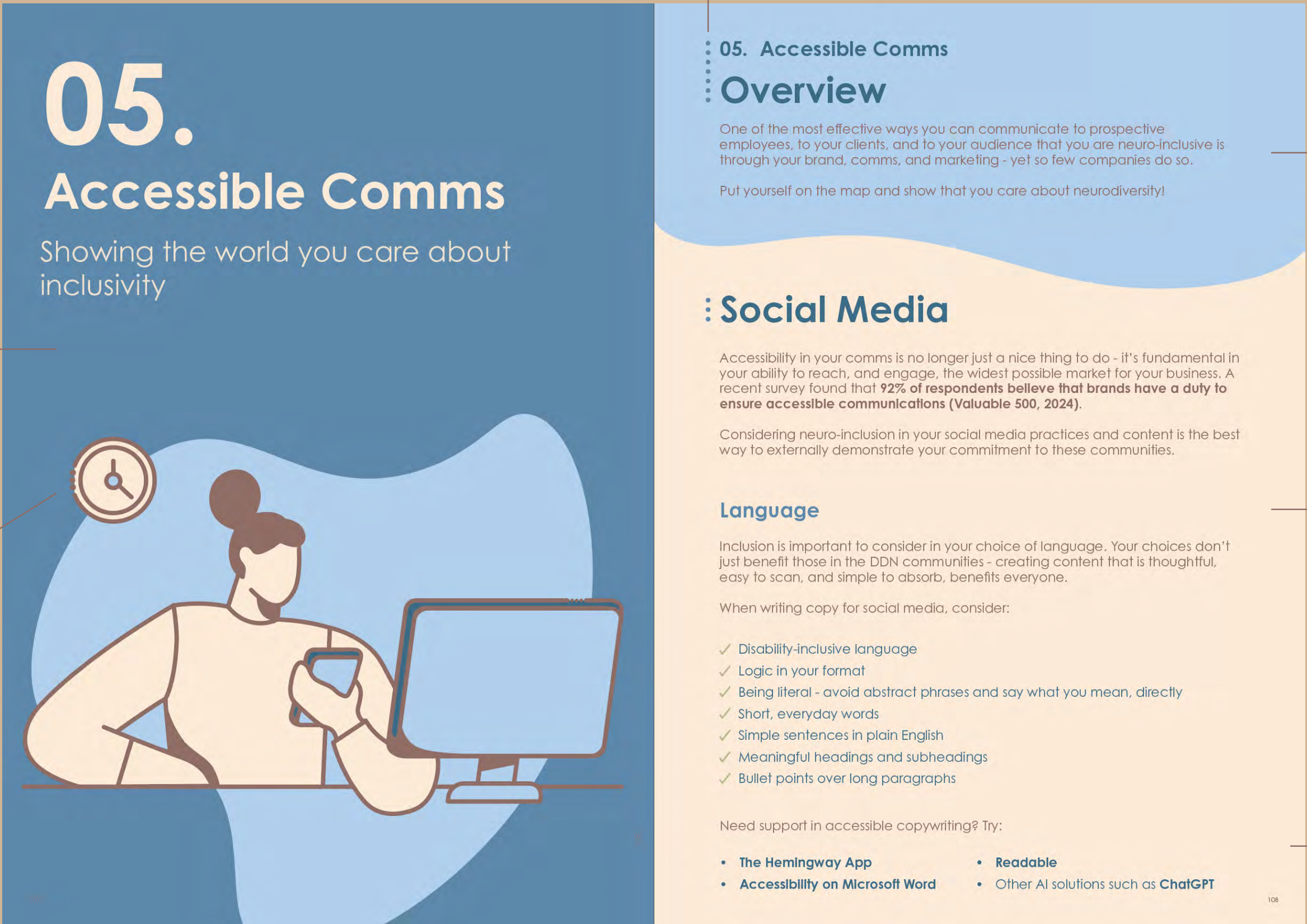
In order to achieve the most userfriendly brand, a lot of research went into developing a set of rules and guidelines for written text, layout and design throughout our deliverables.

General layout suited to neurodivergent specifications. Spaced out, minimal, easy to follow.

Colour coding each chapter / section for clear indication of a new chapter.

Using pictograms with the synapse motif.

Using “synapse motif” to highlight/ decorate / hierarchy

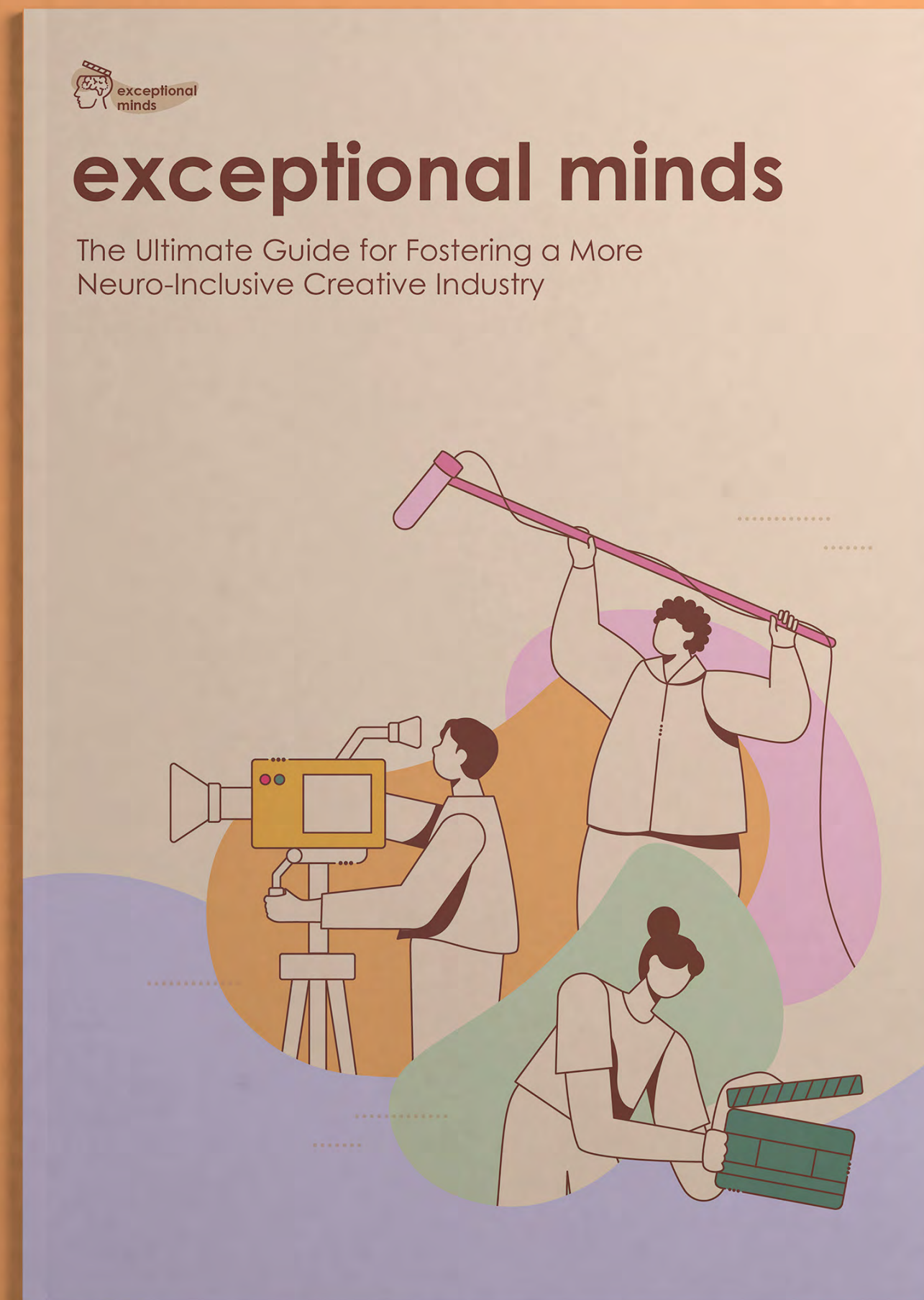


- Centry gothic typefaces used
- Text at size 12pt
- One column text
- Right sided text
- Not black or white text
- 1.5 line spacing
- Large margins

- Clear headings and subheading to maintain order
- Consistent use of bullet points

- Background colour off white / pastel

handbook outcome



visuals in context

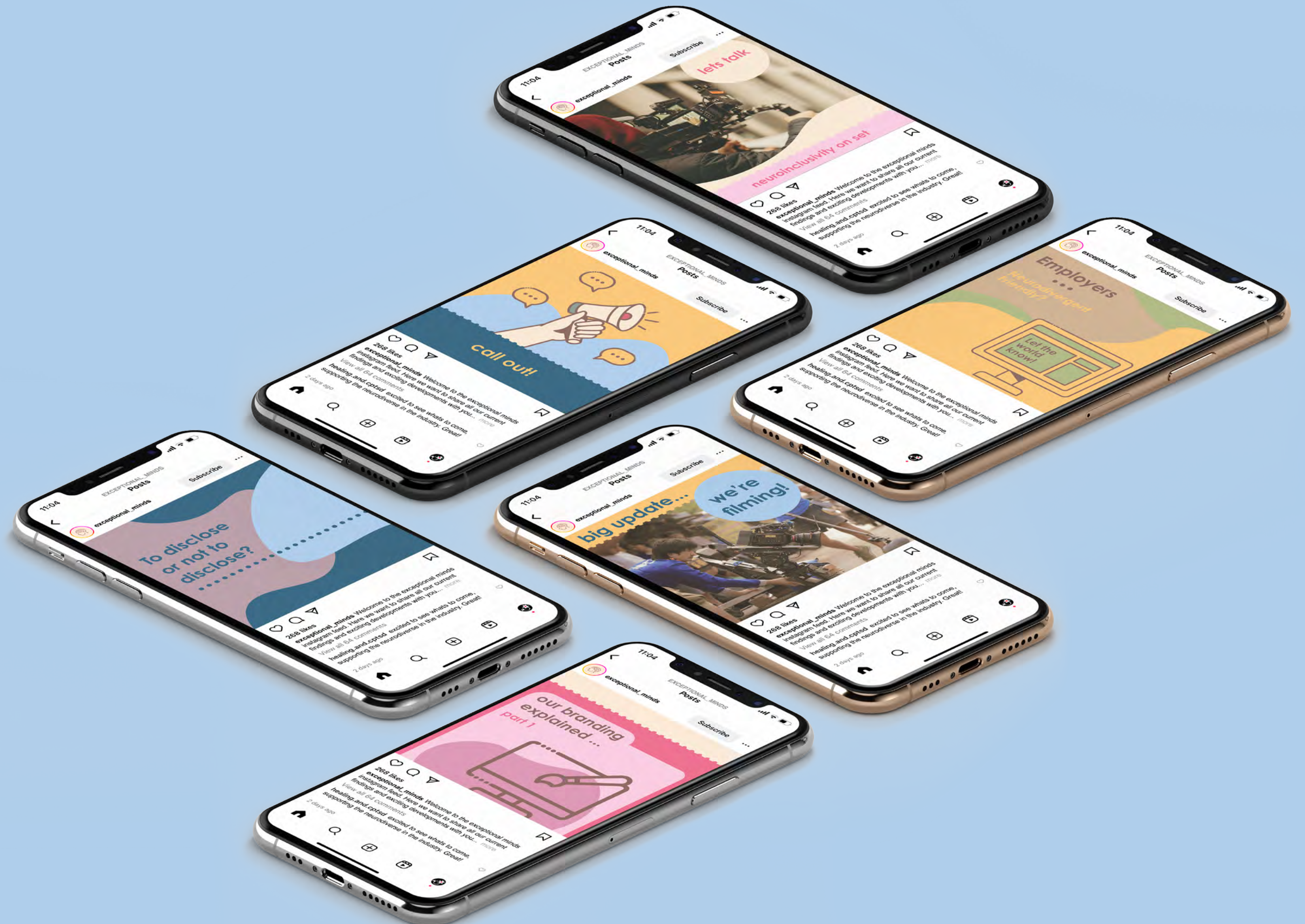
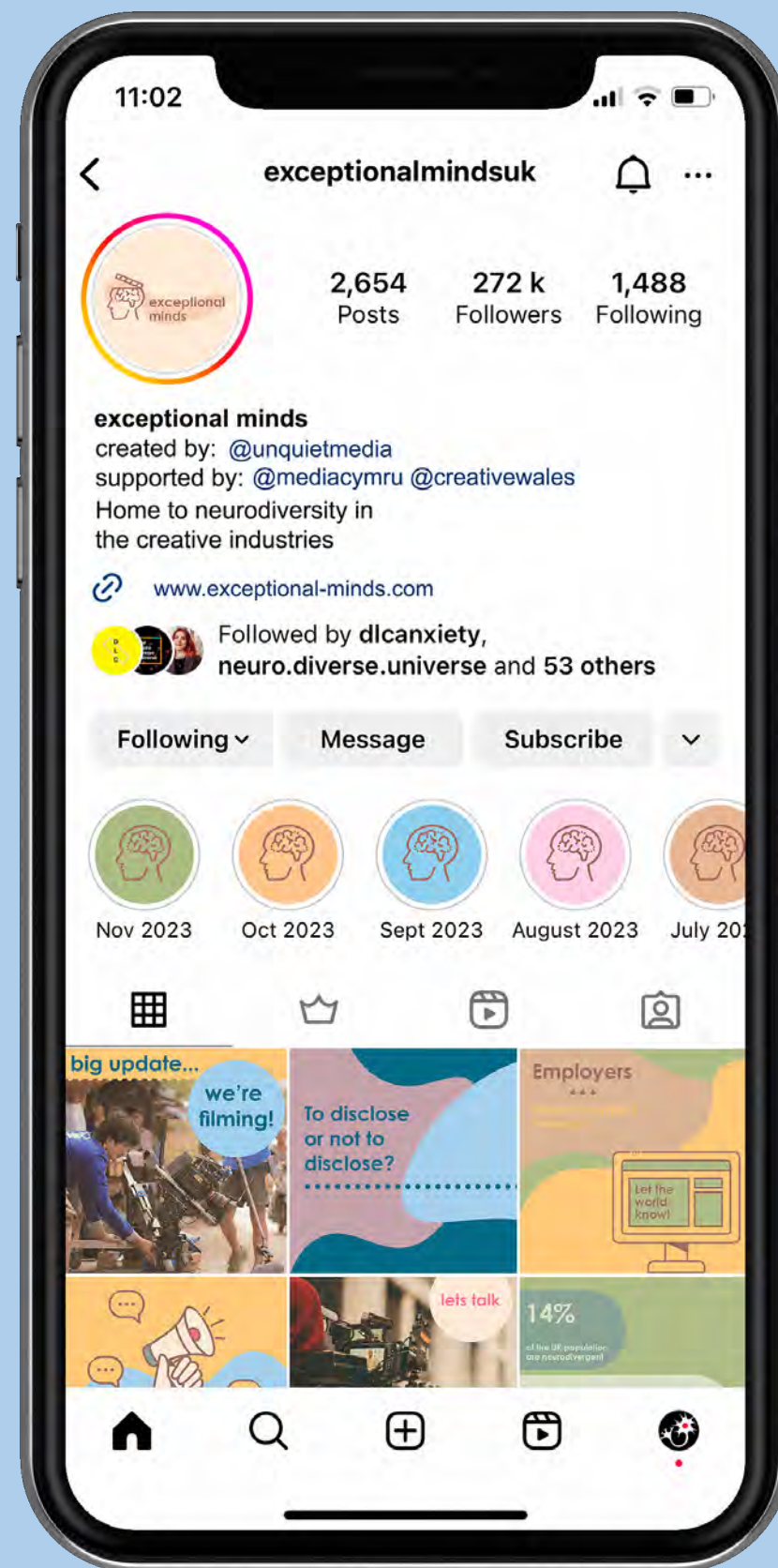
QR Code in the handbook

Neurodivergent people are often visual or audio learners. We therefore felt it necessary to incorporate visual / audio learning in this design for inclusivity. QR codes were linked to animated videos and narration displaying the same information found on each page of the handbook.



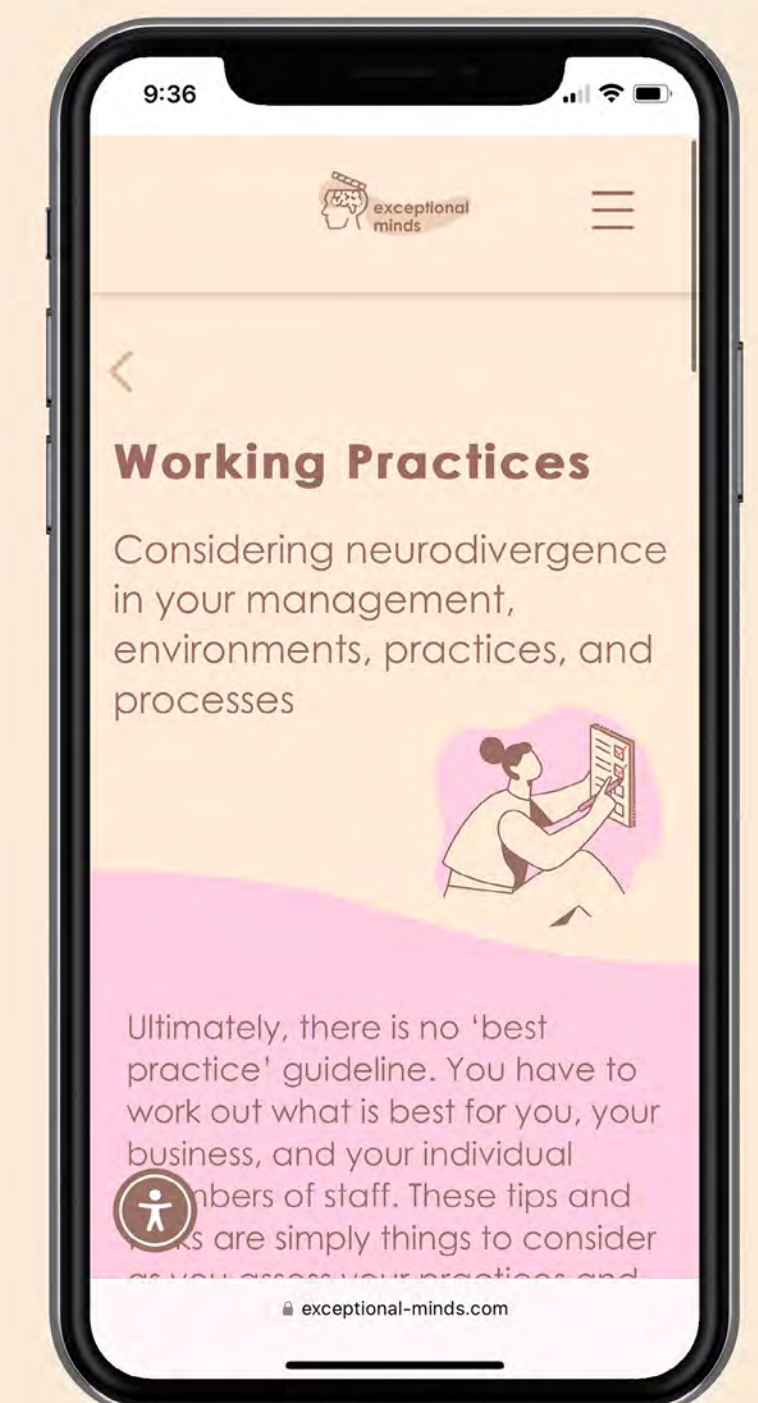
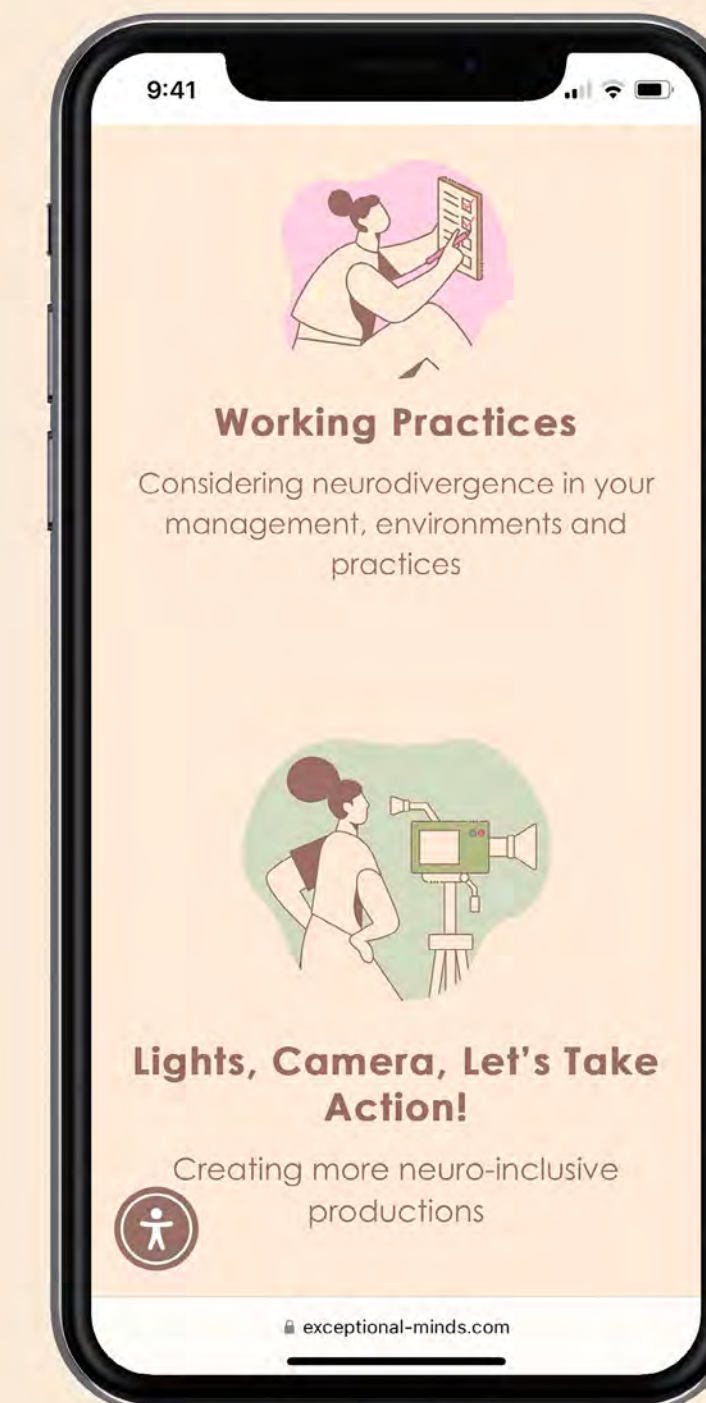
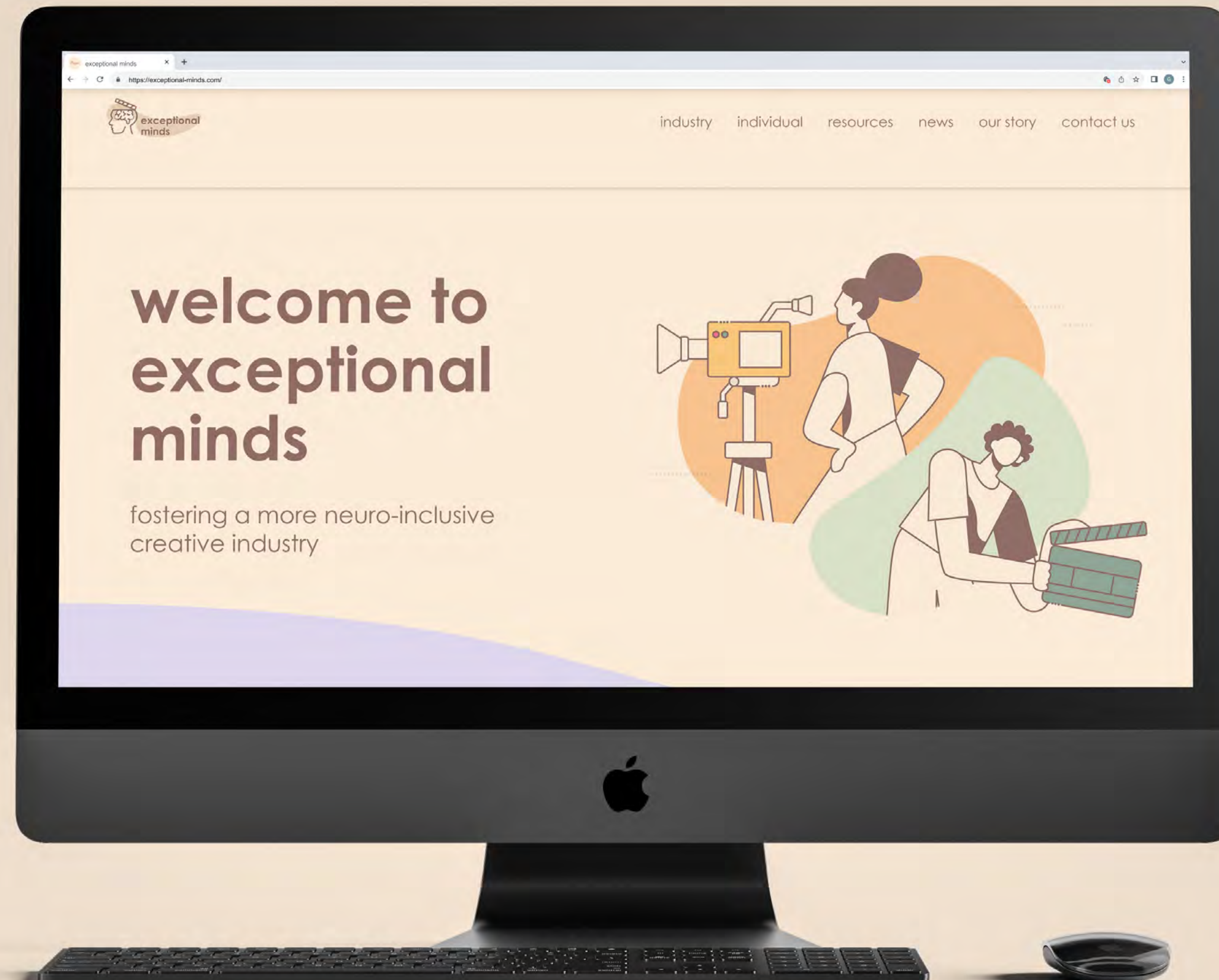
socials

our instagram - @exceptionalmindsuk



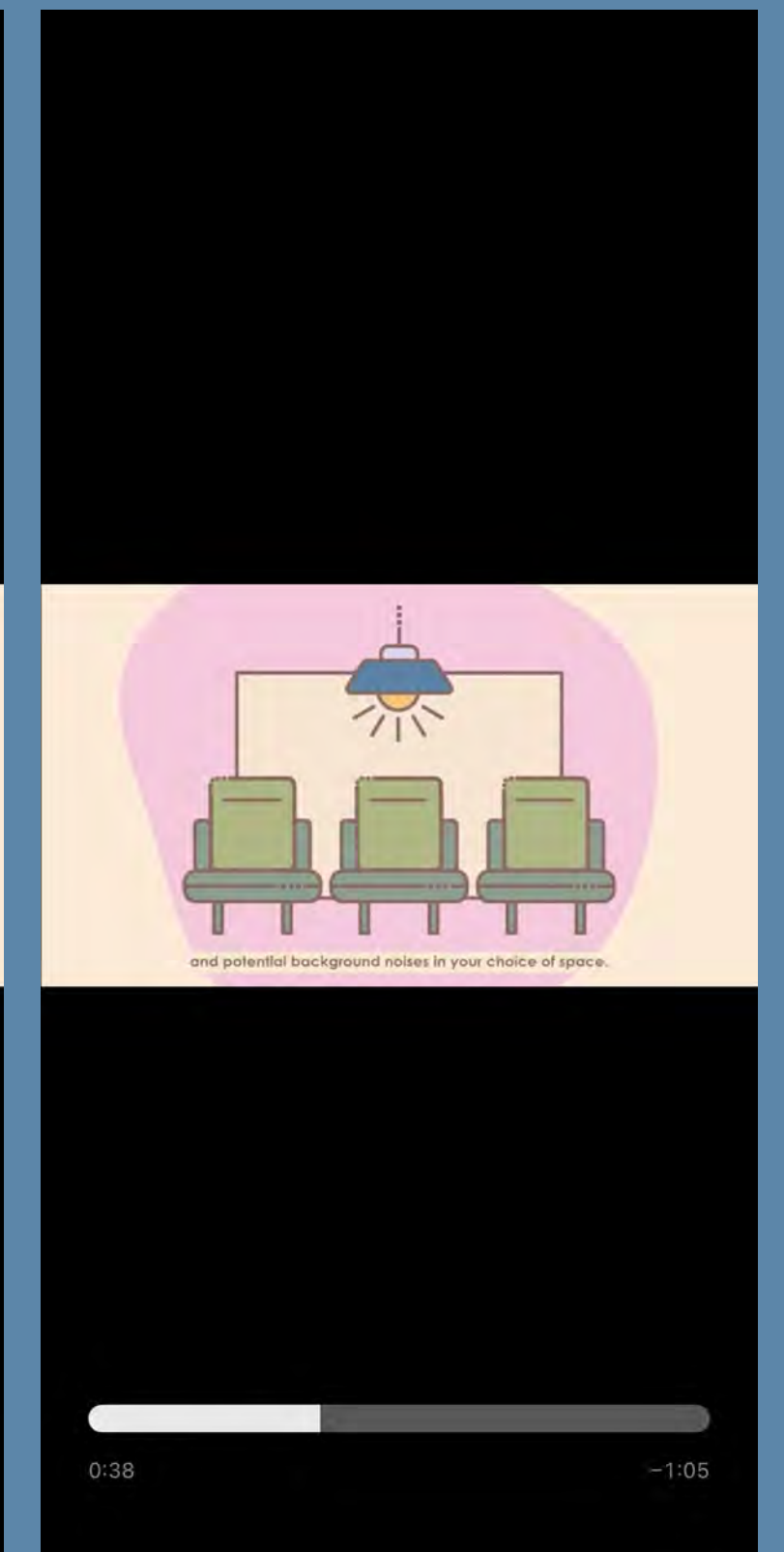
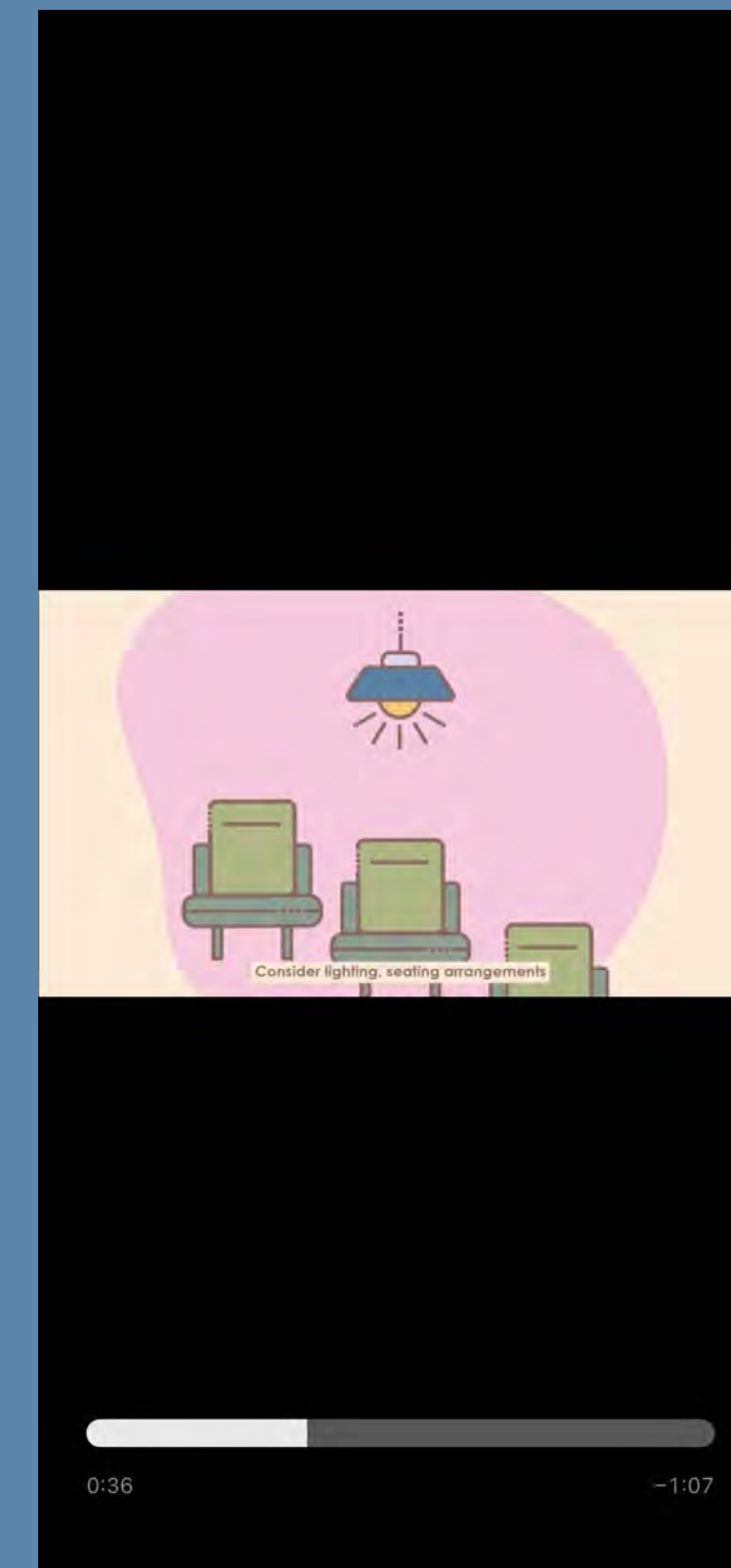
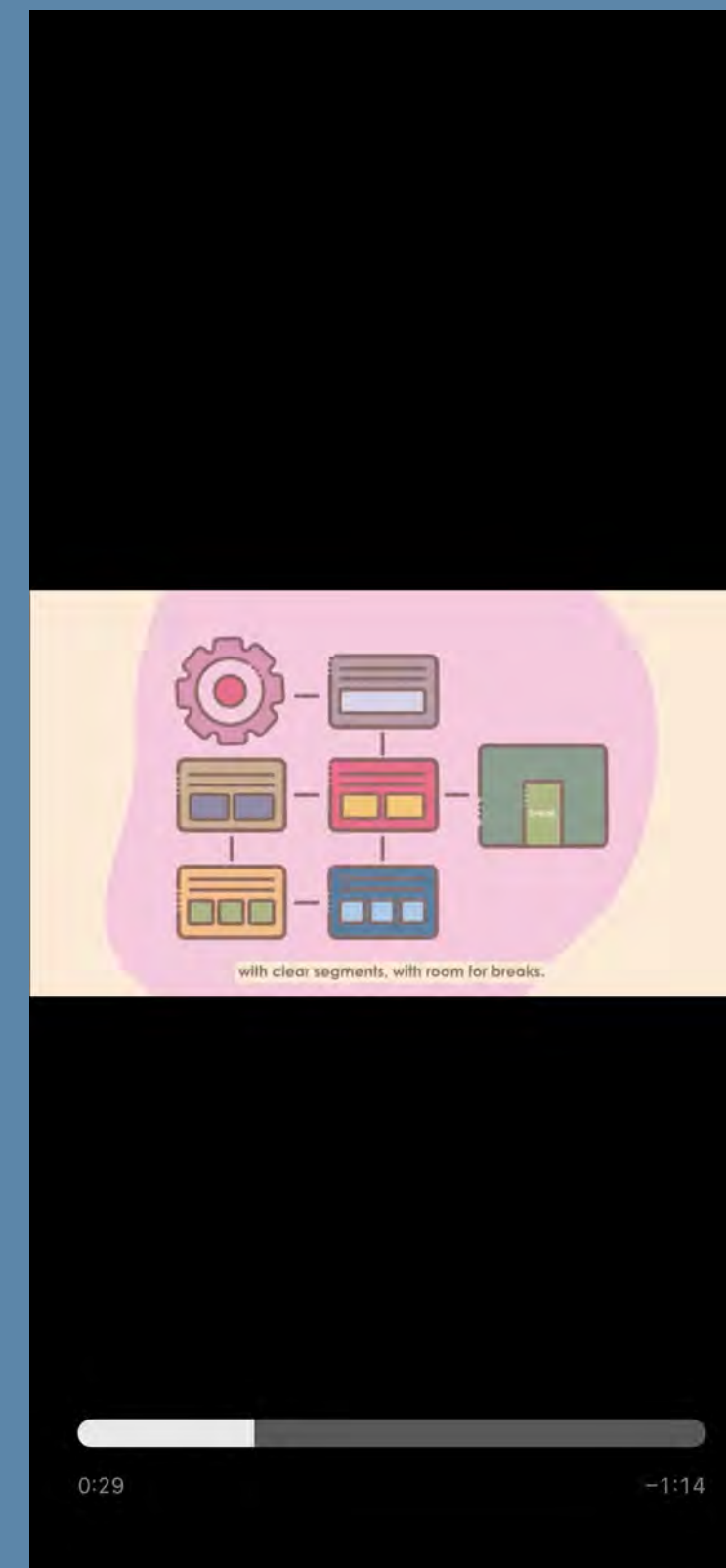
socials

our website - www.exceptional-minds.com



socials

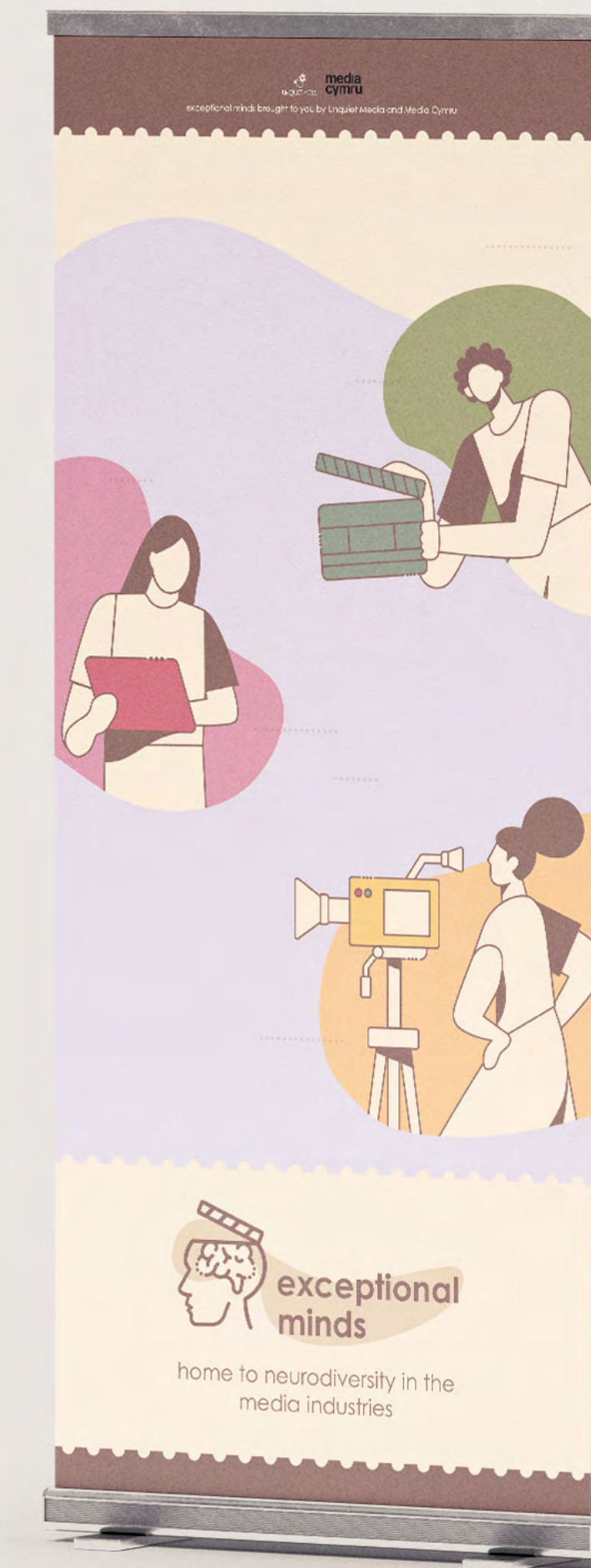
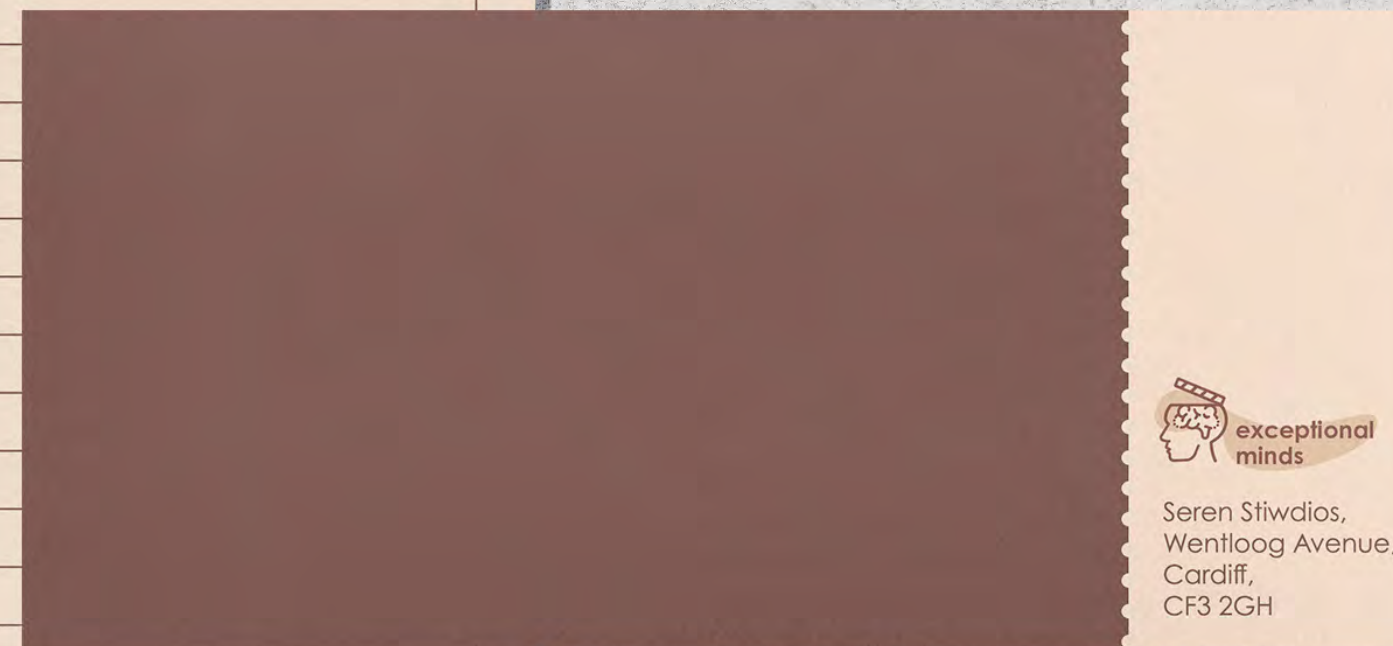
our animations - linked on all our socials



event marketing

mailing list

join the exceptional minds mailing list!



dragon

CREATIVE THINKERS . TECHNICAL EXPERTS . ENTERTAINMENT LOVERS

CLIENT BRIEF.

About Dragon

Dragon is a well-established post-production and restoration business. While they already had a strong brand, it needed unifying for existing and new employees to be able to properly utilise it.

The Brief

Dragon asked us to tidy up their brand guidelines as they had aspects developed to create a solid brand, but not a single document to feature it all.

They also asked us to create templates for their presentations using their branding. They specifically wanted a clear layout to follow that aligned with their existing branding.

Our Approach

After looking into the company, we realised that they operated in two distinct fields, post-production and restoration. To distinguish these areas, we developed 2 new colours, closely associated to their existing orange feature colour. These two colours are now clear distinctions between the two sides, which work well in presentation. We developed a formal presentation layout with guidelines in place to follow, offering structure and continuity when presenting.

Deliverables in this Project:

- **Brand Guidelines Document**

A clear detailed brand guidelines document presented in a PDF format for Dragon to use in-house or send to clients.

- **Presentation Template**

A series of templates developed to fit into the branding, structured to highlight each side of the business. These templates are formatted for ease of use, and visual continuity with the rest of the brand. We accompanied the PowerPoint templates with a word document file, that contains clear instructions and protocol of the design principles for Dragon to follow.

TYPEOGRAPHY.

Headings

MONTERRAT SEMIBOLD

tracking 330
all caps

Subheadings

Montserrat Medium

Body text

Montserrat Light

Dragon wanted a simplistic brand base. The text chosen is legible with distinguishable differences in title to body text within presentation. 330 tracking and all caps used as a standout title which reflects titles

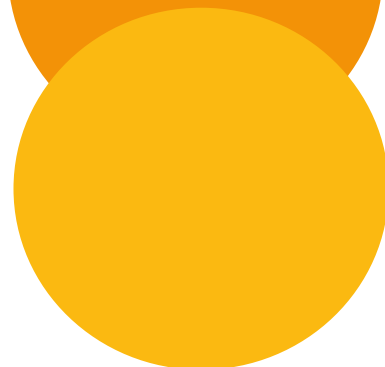
COLOUR SCHEME.



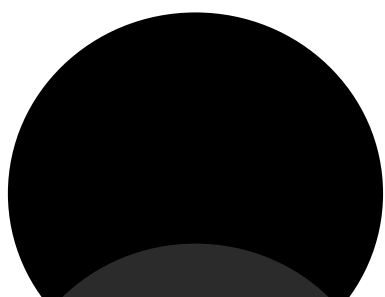
#ed691c



#f39207



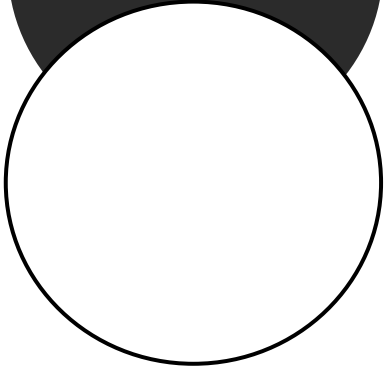
#fbb911



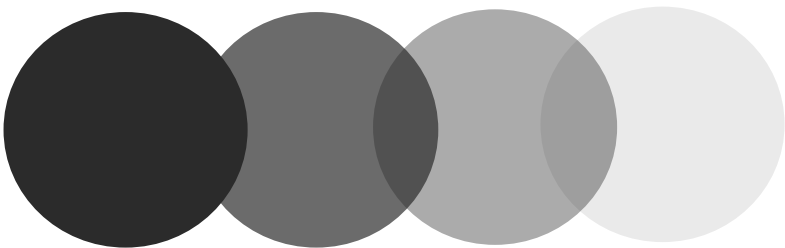
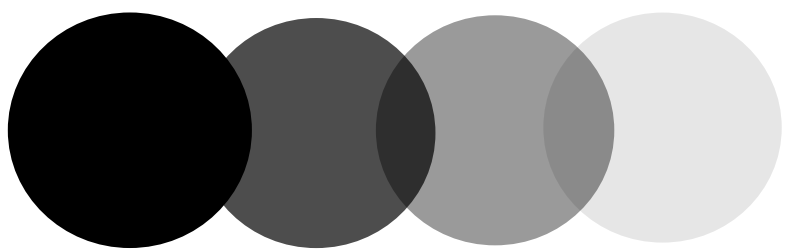
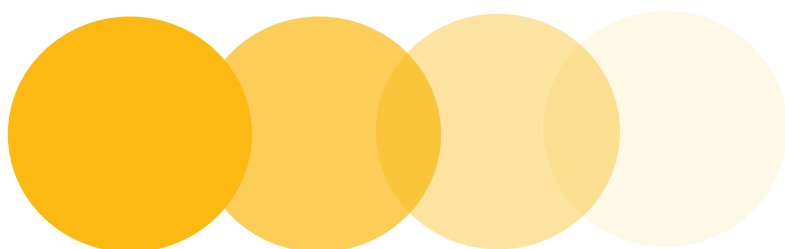
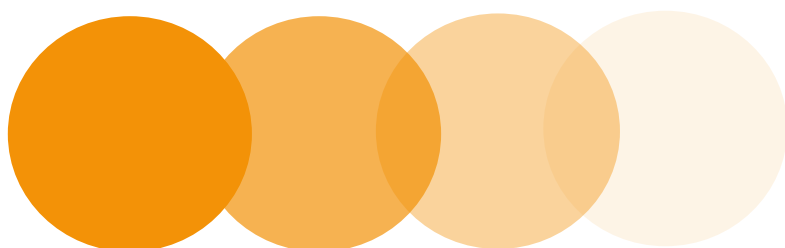
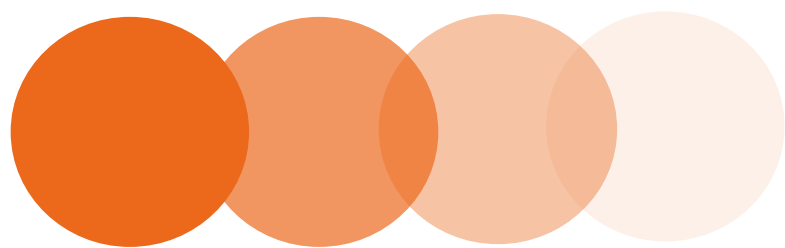
#000000



#2b2b2b



#ffffff



100% 70% 40% 10%

often used in film and tv. The branding has been designed with 4 primary colours along with black and white.

P O S T P R O D U C T I O N .

#ed691c

Dragon's two main services are in Post-Production and Restoration. To identify these two sections, they have been allocated their own colours. These colours will be the main visuals of these elements

R E S T O R A T I O N .

#fbb911

accompanied by black or white text.

PRESENTATION LAYOUT.



SLIDE TITLE HERE .

Subheading here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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dragon



SLIDE TITLE HERE .

Subheading here

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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

dragon



PRESENTATION LAYOUT.

Dragon already had a logo, typeface and stand out colour however, needed more consistency across the brand to tie up loose ends. We therefore used the same colour palette but added 2 distinctive orange colours to separate the two sides of restoration and post production.

In our deliverables for this project we offered a new set of clear brand guidelines, with the added colour palette and a set of rules to follow when developing documents. This helped to establish uniformity and clarity.

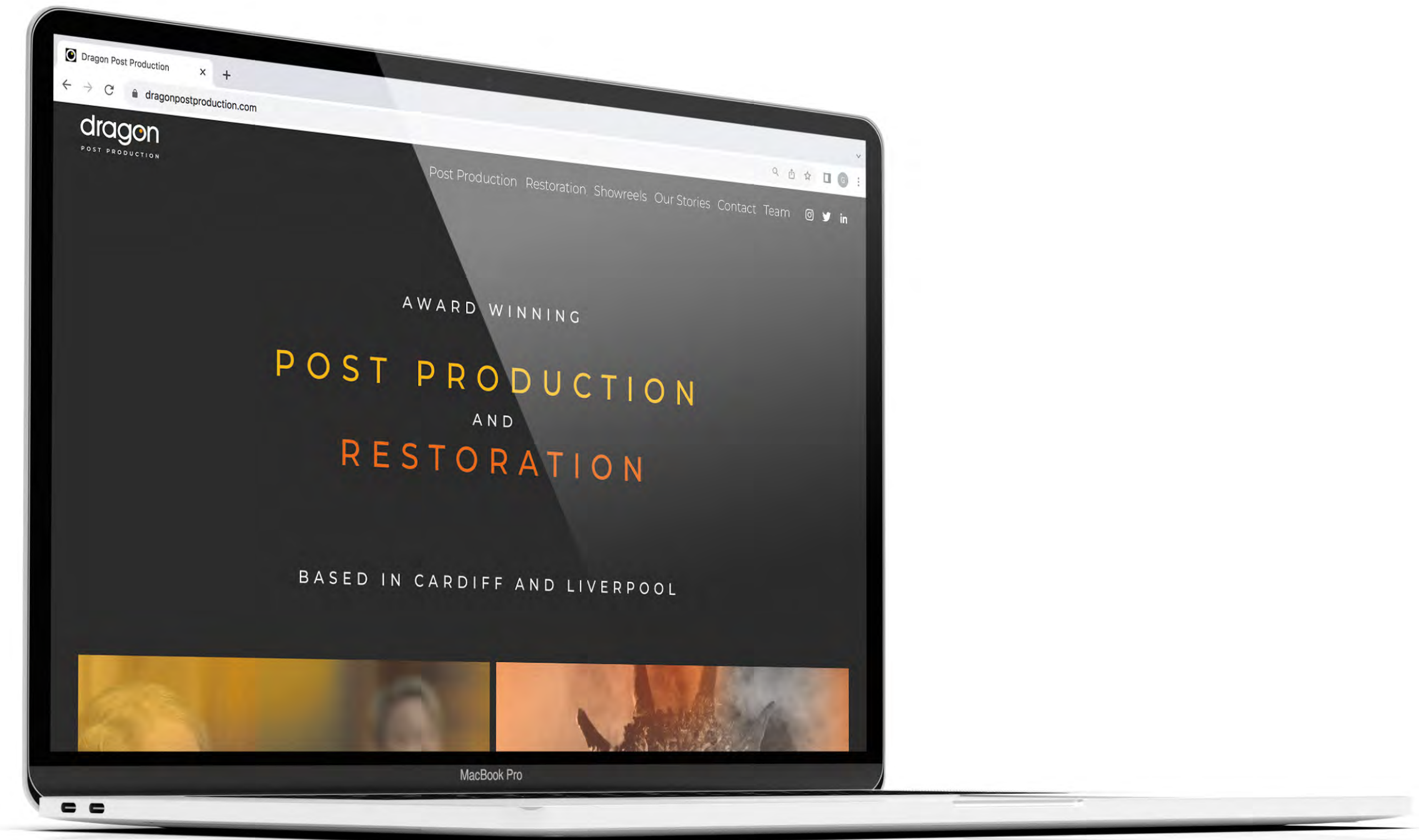
We also offered the presentation guidelines which comes with layout guidance and a collection of standard text pages, feature image pages, diagrams, pull-out quotes and a collection of other feature pages.



WEBSITE CONSULTANCY.

Dragon had an existing website, but it needed to be updated in line with this new, fresh, sleek brand 'look'.

We advised the project lead on both design and navigation of the site, utilising our experience of web design as well as our familiarity with the brand and company.



An abstract graphic on a dark blue background. It features several hexagonal shapes with vibrant color gradients (yellow, orange, red, pink, blue). A prominent hexagon in the lower-left has a gradient from yellow to red to pink. Above it, a blue line curves around a smaller hexagon. To the right, there are two more hexagons, one solid with a gradient and one outlined with a gradient. In the bottom-left corner, there are three small hexagons in blue, pink, and yellow. The text 'Personalised AI Animation' is written in a bold, yellow, sans-serif font on the right side of the image.

Personalised AI Animation

Client Brief

About Personalised AI Animation

This is a personalised ai project set up by Sleeping Giant. We were asked to create a unique visual identity that would help deliver the concept of an personalised ai company to pitch to investors and developers.

The brief

We were asked to develop a modern looking visual identity that grasped the feeling of technology in ai, but to reflect this projects USP of something new, personalised, and exciting. This meant we needed to offer a trustworthy modern brand that encompasses a calm feeling in its design.

Our Approach

We based this visual on the colour scheme inherent to technology, CMKY, giving us our base palette of, 'Cyan, Magenta, Yellow, and Key'. These colours appear very bright at first, so we decided to soften them, offering more muted earthy palette. We developed calming curved edged shapes, derived from the visualisations of pixels of a screen. The overall visual is eye-catching and rooted in the building blocks essential to technology but developed to appear calm on the eye.

deliverables in this project:

- **Brand Guidelines Document**

Clear detailed brand guidelines developed to show the framework of the branding.

- **Presentation Template**

A series of templates developed to fit into the branding. Accompanied with a word document outlining the correct protocol when using the branding on these templates.



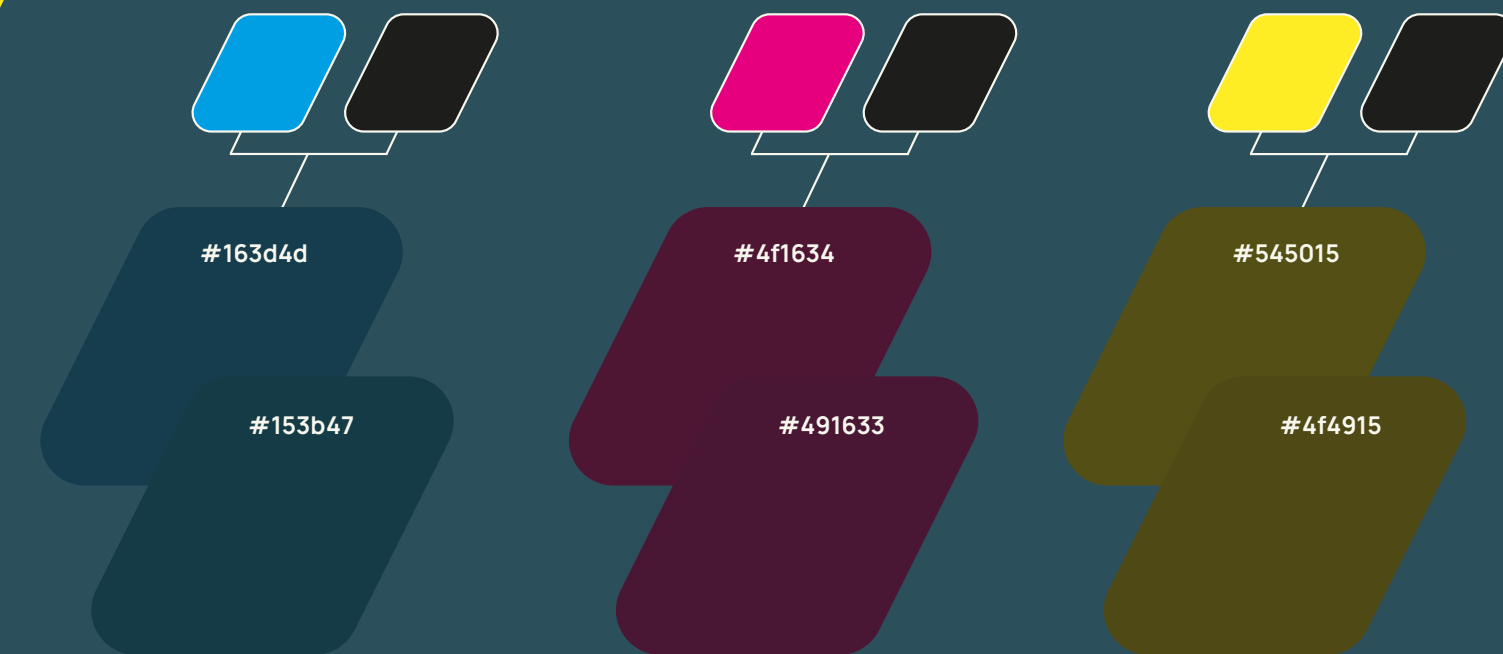
Primary Set 1



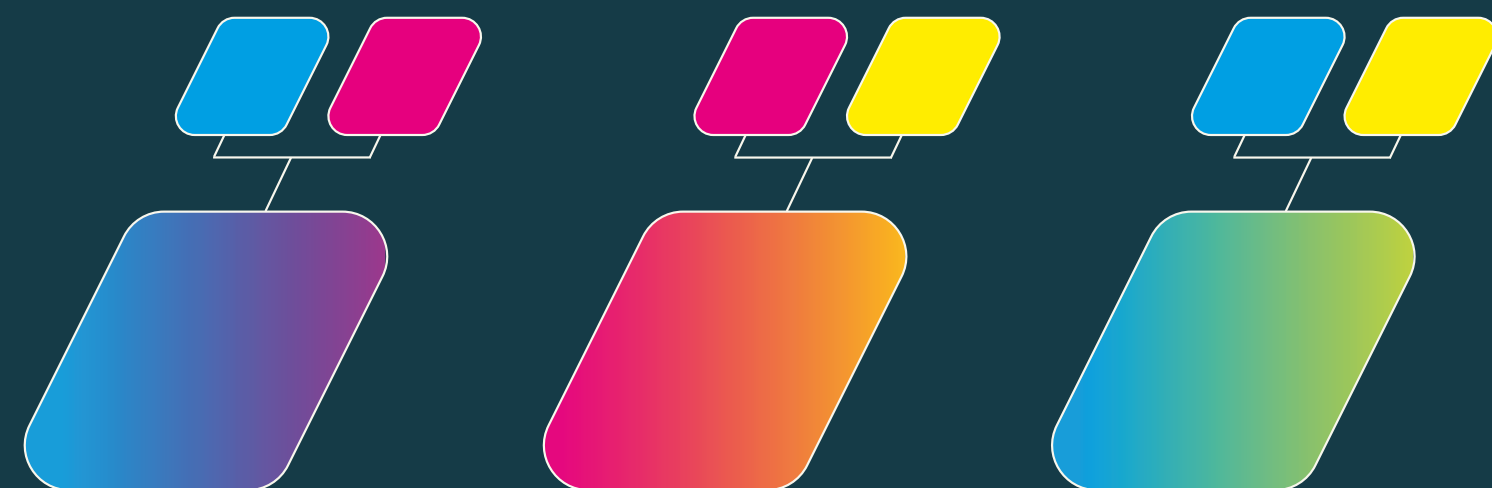
Primary set 2



secondary set



Gradients



This project is all about AI so we decided to go with the CMYK colour scheme, inherent to tech. These are the primary colour set for this project branding, along with a neutral off-white and off-black.

It's also important to mention the use of gradients in this project. A design feature in all computer-generated imagery is the use of gradient. In order for colour to change on screen, tiny pixels change gradient into the new colour. This helped inspire this use of gradient across the branding.

The second primary set is the middle colour between gradients. This is to act as a complimentary to any of its pairing colours.

colours

Opacity Levels



Opacities are important to any design as they work to help highlight text or objects on screen, which is a great tool in presentation.

The main opacity is always at 100% with colour however, there are two other options at 70% and 10%. An example of an opacity change is this bubble, with the off-white opacity at 10%. helping to highlight text but not overwhelm the page with the off-white.

Typeography

As this is a personalised AI project, all forms of the text needed a softer approach, a san serif font with rounded edges.

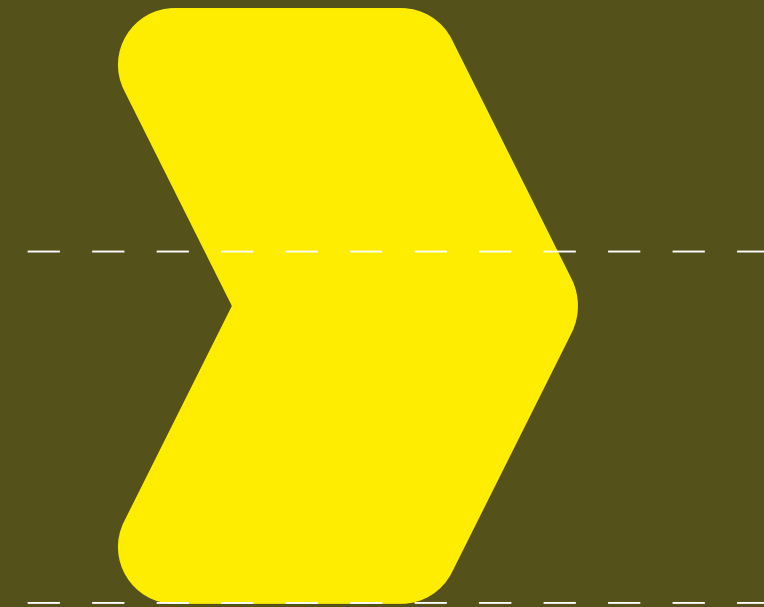
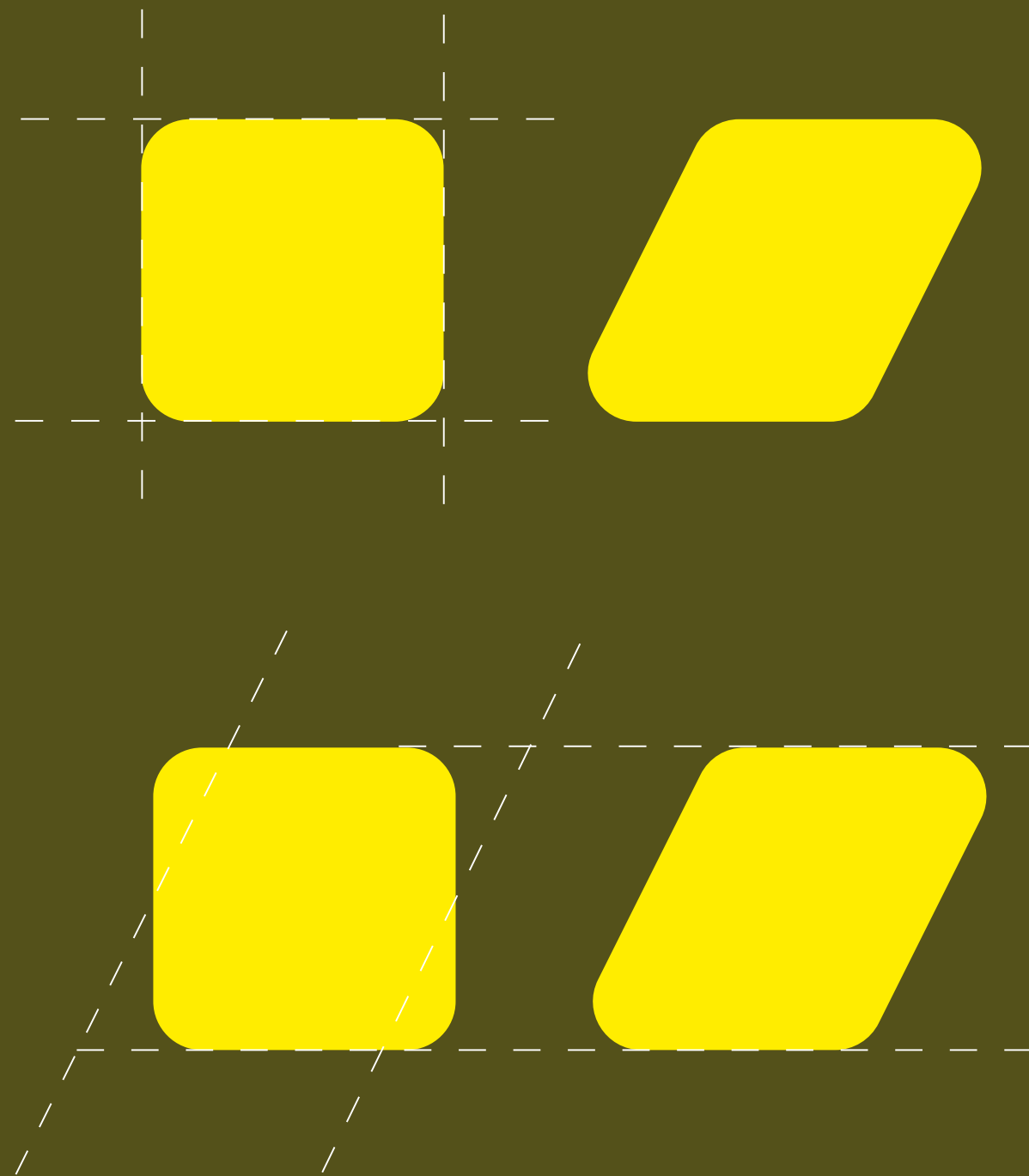
We have used Comfortaa Bold for the headings, this has an almost animated feel in itself, followed by the use of the Manrope typeface for the subheading and body text. This is an easily legible typeface, that follows the need for a rounded san serif font.

Headings
Comfortaa bold

Sub-headings
Manrope medium

Body text
manrope

icons



These icons are featured assets and are consistent visuals through the brand.

The icons developed from the idea of pixels on a screen. We used the visual of a single pixel, a square, and adapted it with rounded edges. The edges were rounded to allow a softer look which follows to the theme of personalisation.

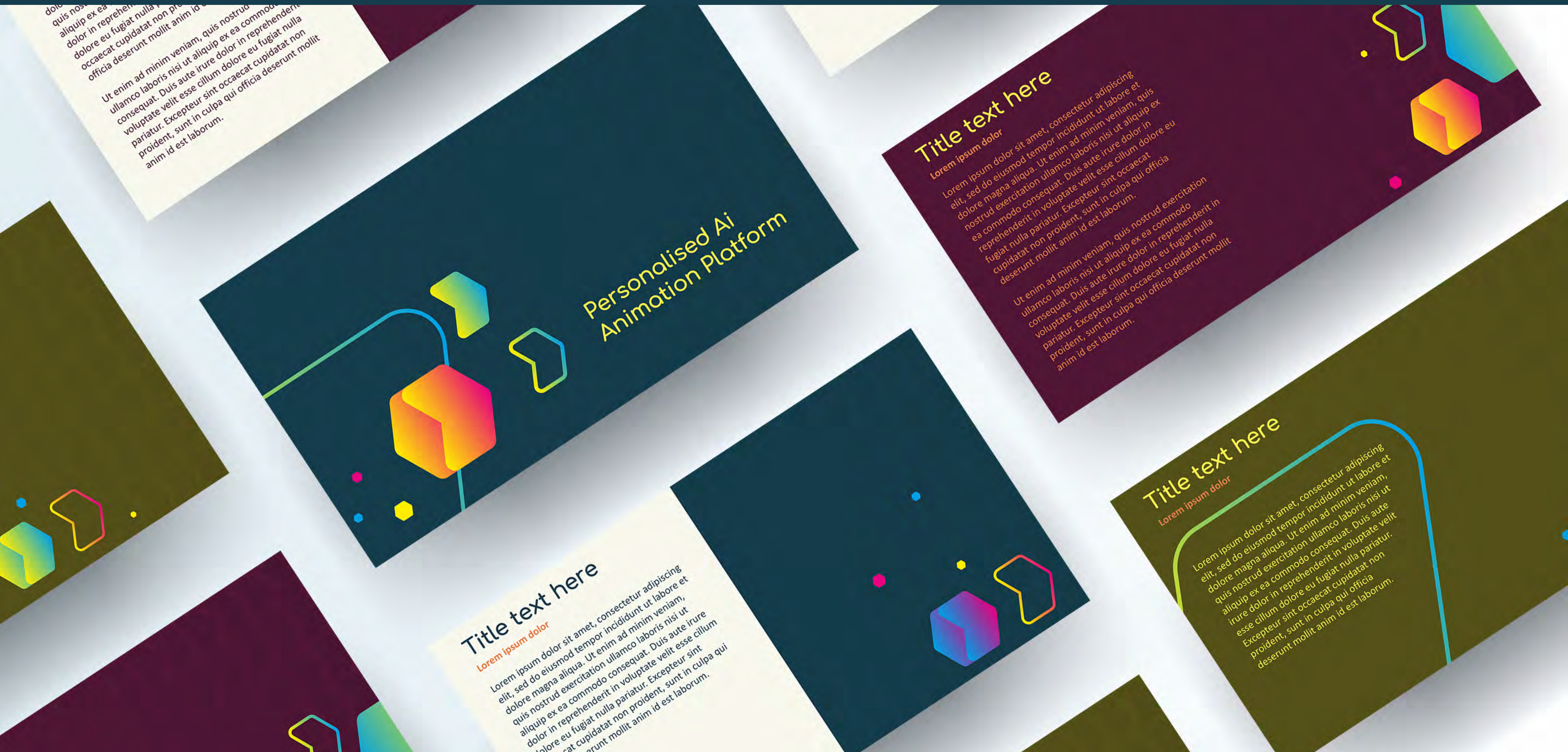
What gives these shapes their unique slanted edge is our visual adaptation on the idea of AI's "flow" and "regeneration". The slant acts as a visual description of "continuation" that is so apparent in AI.

We took the idea of "continuation" and developed a way that the single slanted square shape could evolve into other iconic shapes of their own. Including an arrow shape which was developed as a nice feature again reiterating the motif of flow/continuation in this project.

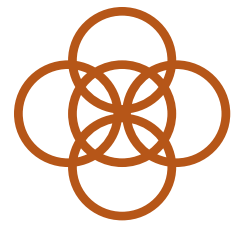
These shapes can be used as single assets to fill the page, as text boxes, or even shapes to outline images. They are the consistent visual features through the design.



Presentation Layouts







Client Brief

About fivefold

fivefold are a virtual production company based in Bridgend, Wales. They contacted us as a brand new start-up which gave us the opportunity to design everything from scratch.

The brief

They came to us with a name, fivefold. This name nods to welsh heritage being the name for an old Celtic symbol of the universe. They wanted the company associated with it's Celtic roots but not for that to be the defining feature, they asked for clean aesthetic to inspire confidence in their technical expertise in the virtual production space.

Our Approach

We developed a brand rooted in the Celtic symbol of fivefold. 5 rings, each symbolising an element but, in our brand, we have linked each ring to a brand value relating to customer experience and industry. The visuals all display curvatures, the icons for example all developed using the curves found in the logo. The feature colour is a burnt orange, this has a rustic feel nodding to Celtic history however, the modern silvers nod to the modern virtual production world fivefold exists within. The typography was chosen to hold features of Celtic script for headings across the project and a body text that has a modern practical edge.

Deliverables in this project:

- **Brand Guidelines Document**

Clear detailed brand guidelines, developed to show the construction of the brand and its design elements. Featuring, logo, typography, colour, icon usage, layout, etc.

- **Presentation Template**

A series of templates developed to fit into the branding. Accompanied by a word document outlining the correct protocol when using the branding on these templates.

- **Social Media**

A curated feed designed with the brand principals. Simple layout guidelines for the user to easily construct their own social posts following clear instruction.

- **Website Design and Build**

Design and develop a functional live website that followed brand principles.

- **Letter Head & Email Signature**

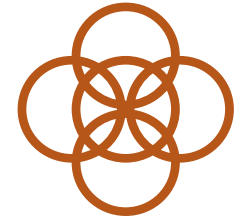
A designed background for letters, to keep the branding throughout all correspondence of the company and a bespoke email signature to upload to outlook.

- **Buisness Cards**

Bespoke cards, with all necessary details, adaptable to suit the individual's details.

- **Marketing Merchandise**

A range of merchandise requested by fivefold for their events. Examples of banners and t-shirts have been included in this document.



Logo and Origins

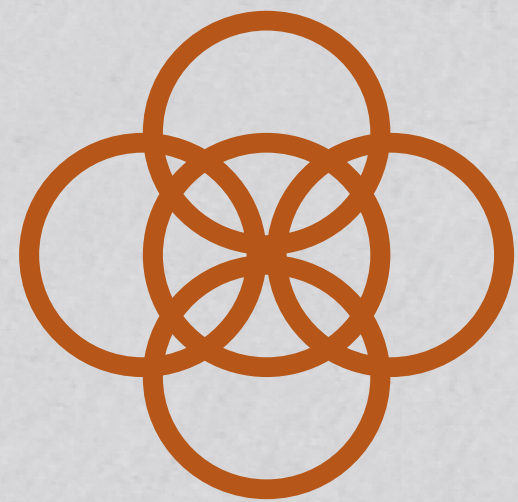
To design a brand’s visual identity based on it’s modern deliverables and Celtic heritage. Fivefold is a brand-new virtual production company based in South Wales but with global ambitions.

The name “Fivefold” comes from the Celtic symbol of 5 rings; the central ring representing the universe accompanied by 4 rings linking around the central ring, representing the elements of fire, water, air and earth. This symbol defines the Celtic principals of universal balance in nature. The elements are circulating and balancing the universe. This message is symbolic of what the virtual production studio has to offer, it being a central hub offering technological and environmental solutions to the production challenges and processes.

Like the fivefold symbol, the virtual production studio offers 4 elements. People, Planet, Profit, Innovation. Therefore, this brand must highlight these four key elements as offerings within the branding.

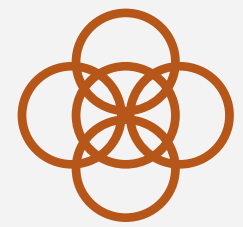
This “fivefold” symbolism becomes so significant in branding as we want to deliver the message of grounding, reliability, and sustainability as a company. That fivefold is the place for clients to use and feel supported.

celtic symbol



Brand Logo





Typeography & Colour Scheme

The visual identity for fivefold is based on its location in South Wales and its product, as the visual production hub at forefront of modern production. The Welsh Celtic heritage lead us to develop a palette based on earthy tones, including burnt oranges and deep greens as well as feature grey inspired by new age tech. These colours also bring a sense of calm which helps people feel more relaxed and trusting toward fivefold as a company.

The typefaces include 3 features to reflect the brands origins. The first feature is in the perfect spherical o's to reflect the circular motif carried throughout the design. Secondly, it considers the classic serif features on a Celtic font subtly nodding to Celtic written heritage. Thirdly, it recognises “Ogham” the first Celtic written language and the shapes formed in the lettering, with its harsh connected lines.

Headings

Munika Medium

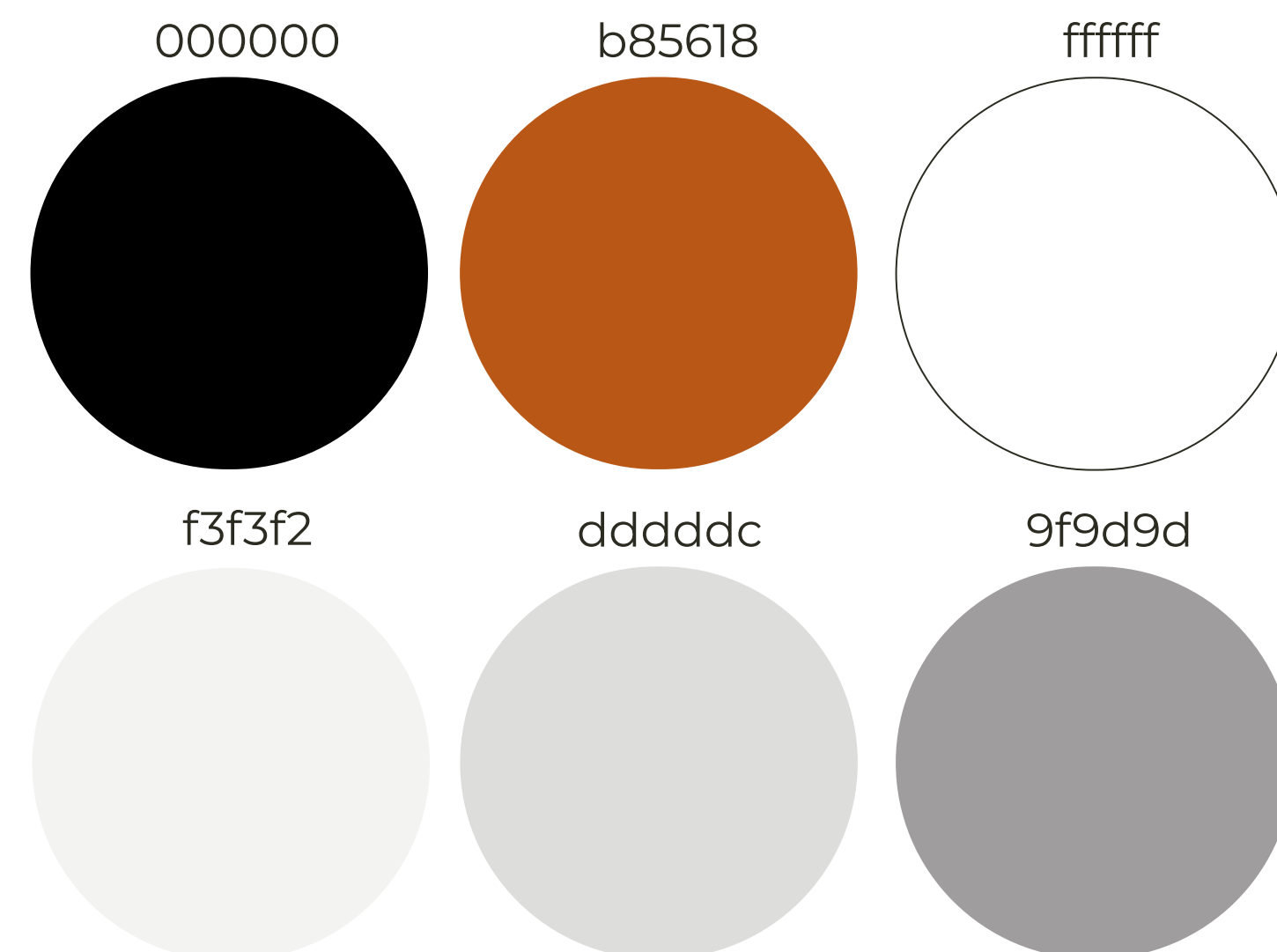
Sub Headings

Outfit Light

Body text

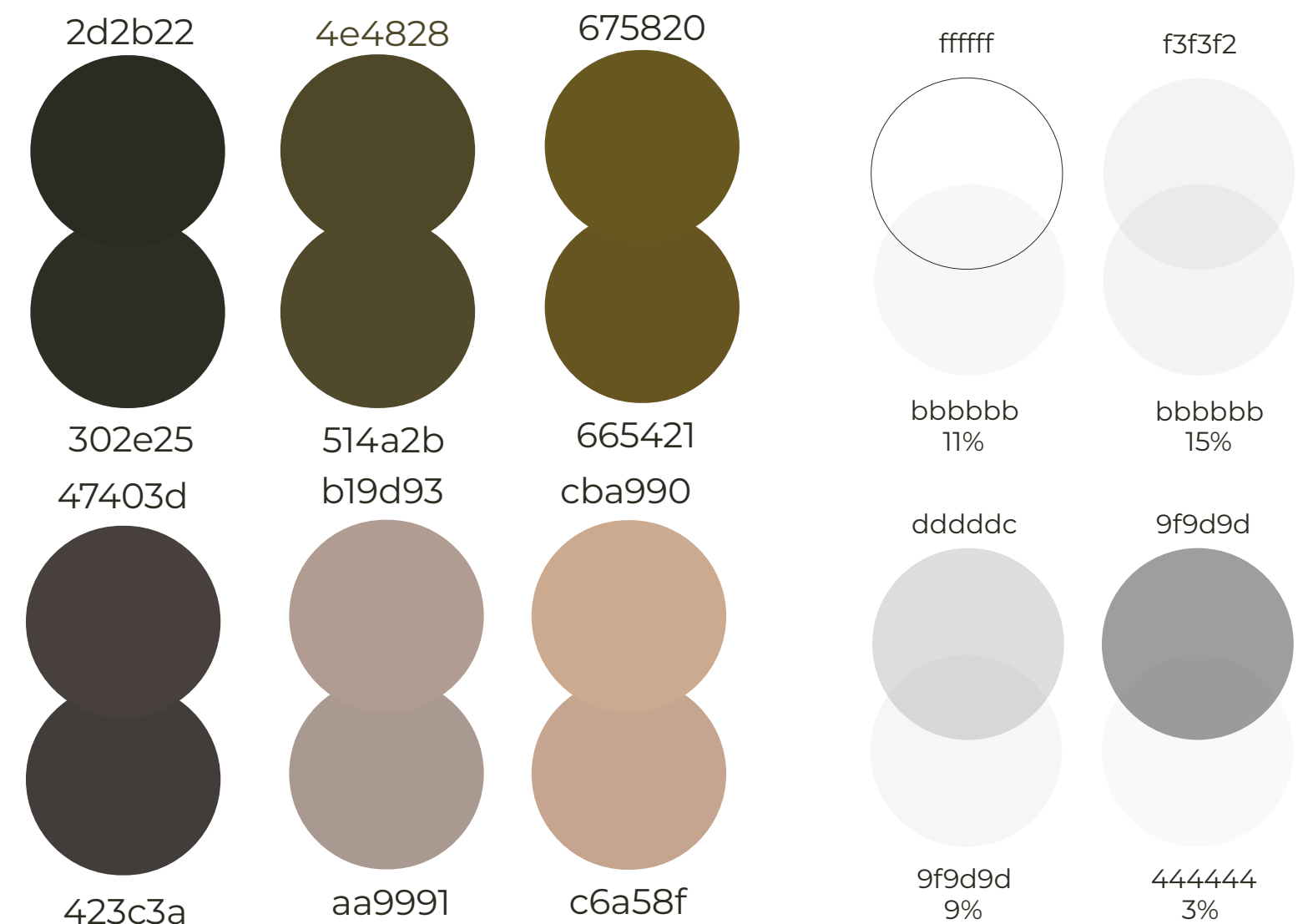
Outfit Light (smaller pt)

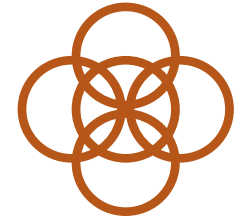
Primary Palette



Secondary palette

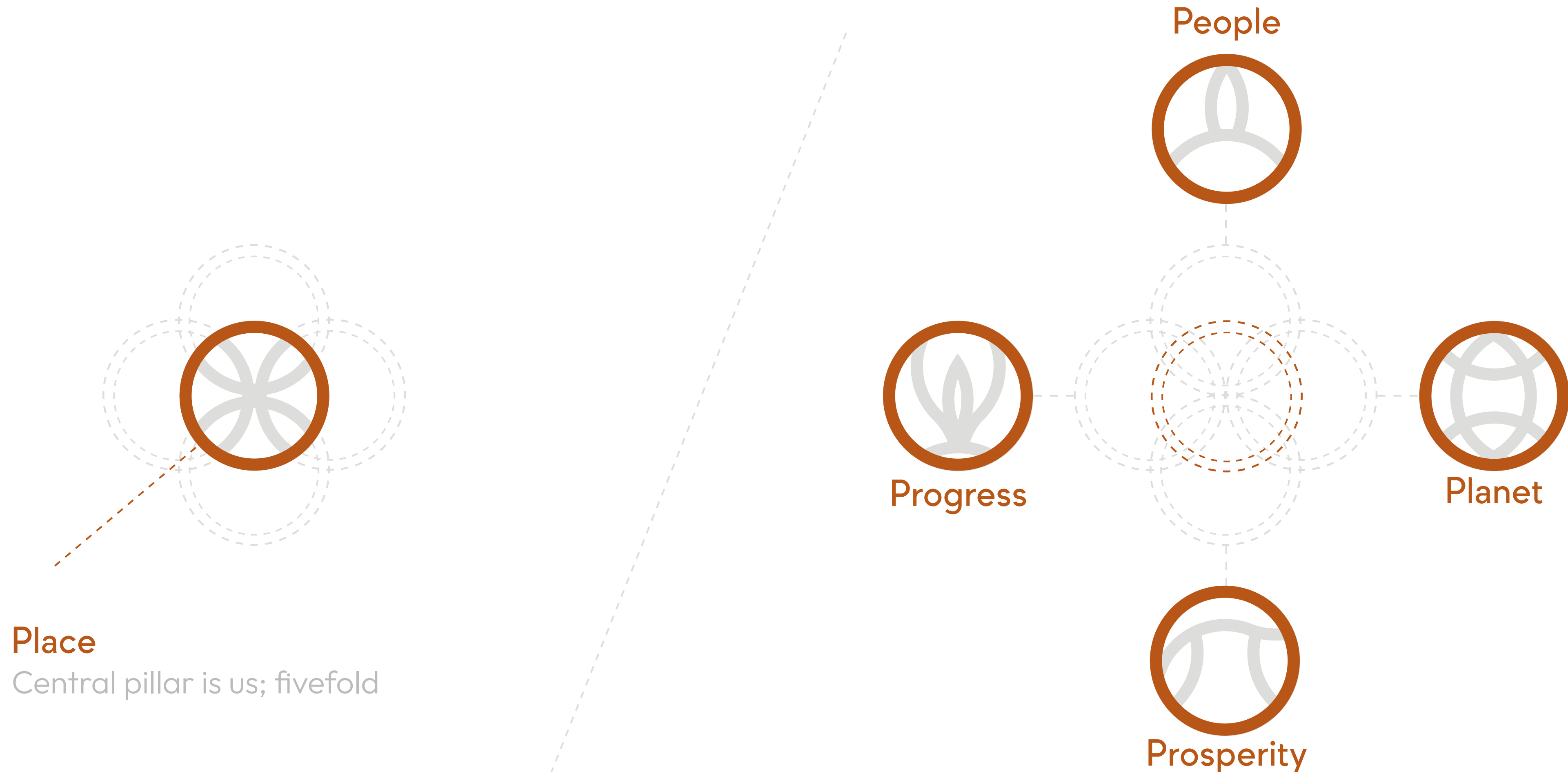
With accompanied shadow tones

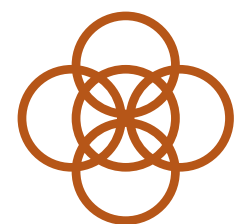




Iconography - Four pillars of fivefold

The fivefold logo was designed around our four key values, which translate in the icon creation. All fivefold visuals are deep-rooted across our brand, and in everything we do. With fivefold at the core, supported by the four pillars, the brand, and the business, provide a thought out, and thoughtful, service.

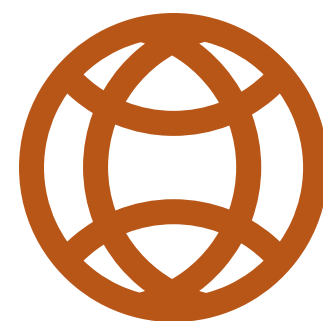




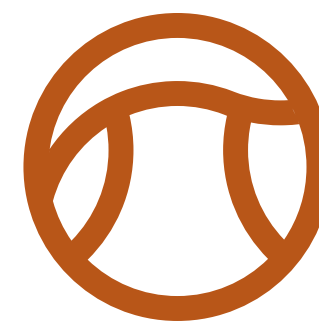
Iconography



People



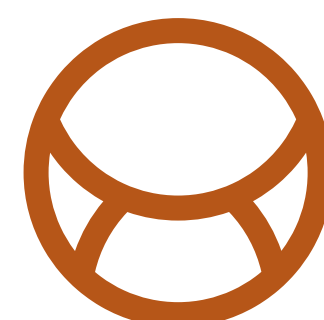
Planet



Prosperity



Progress



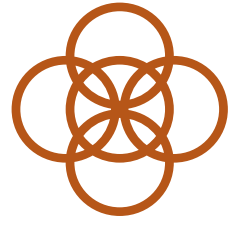
Email



Number

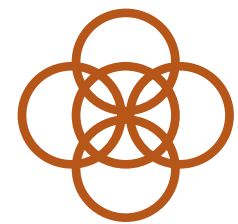


Website

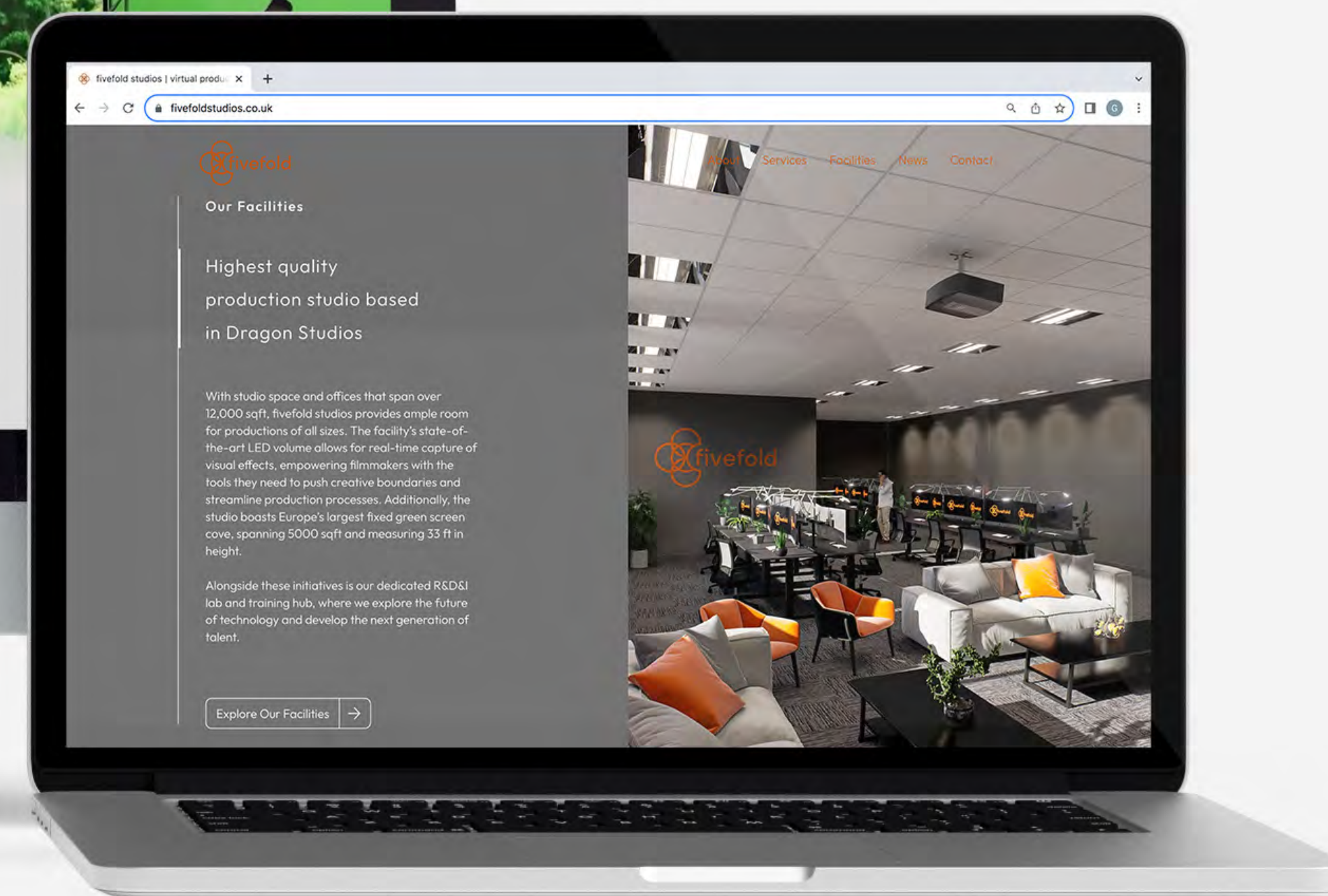
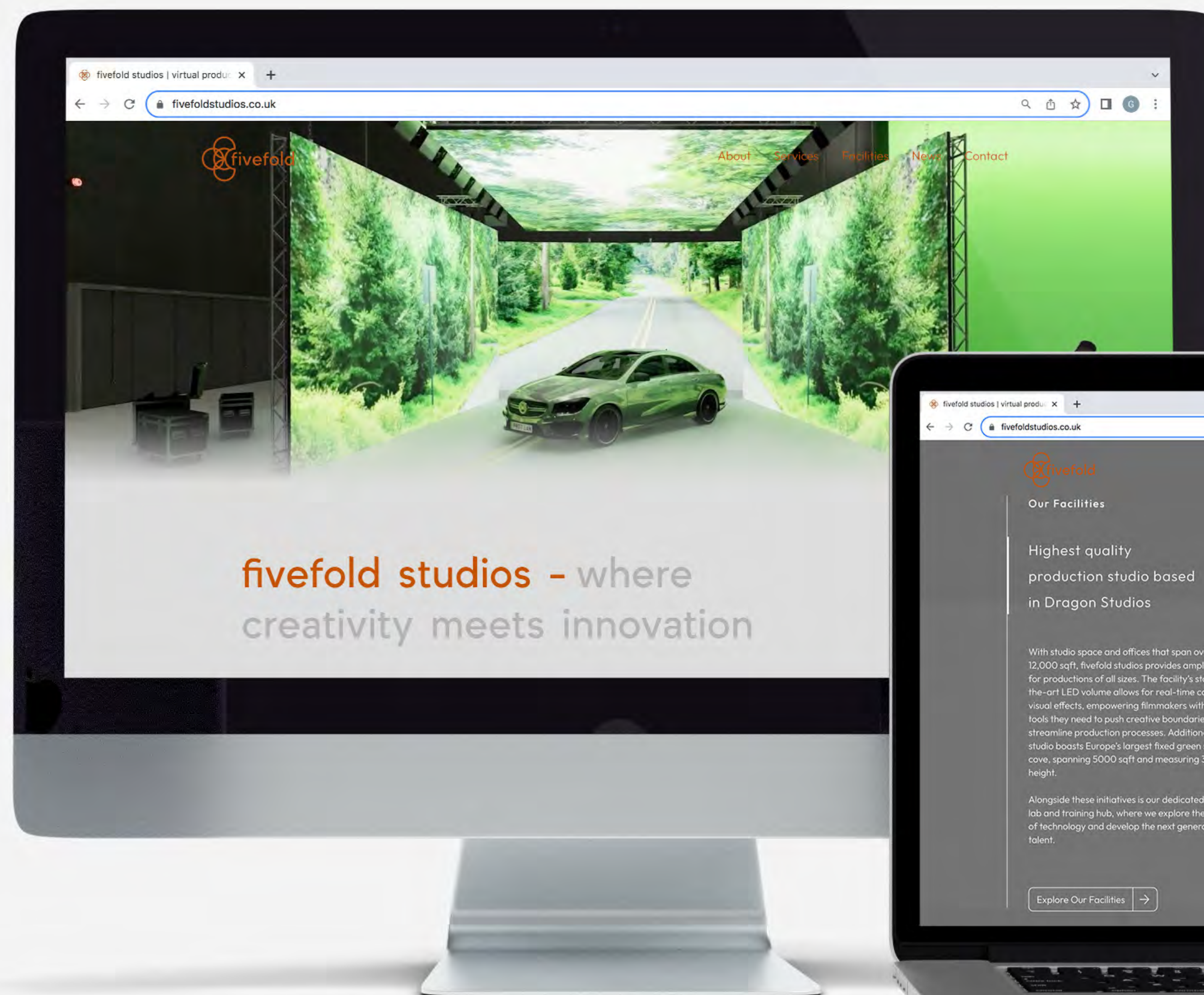
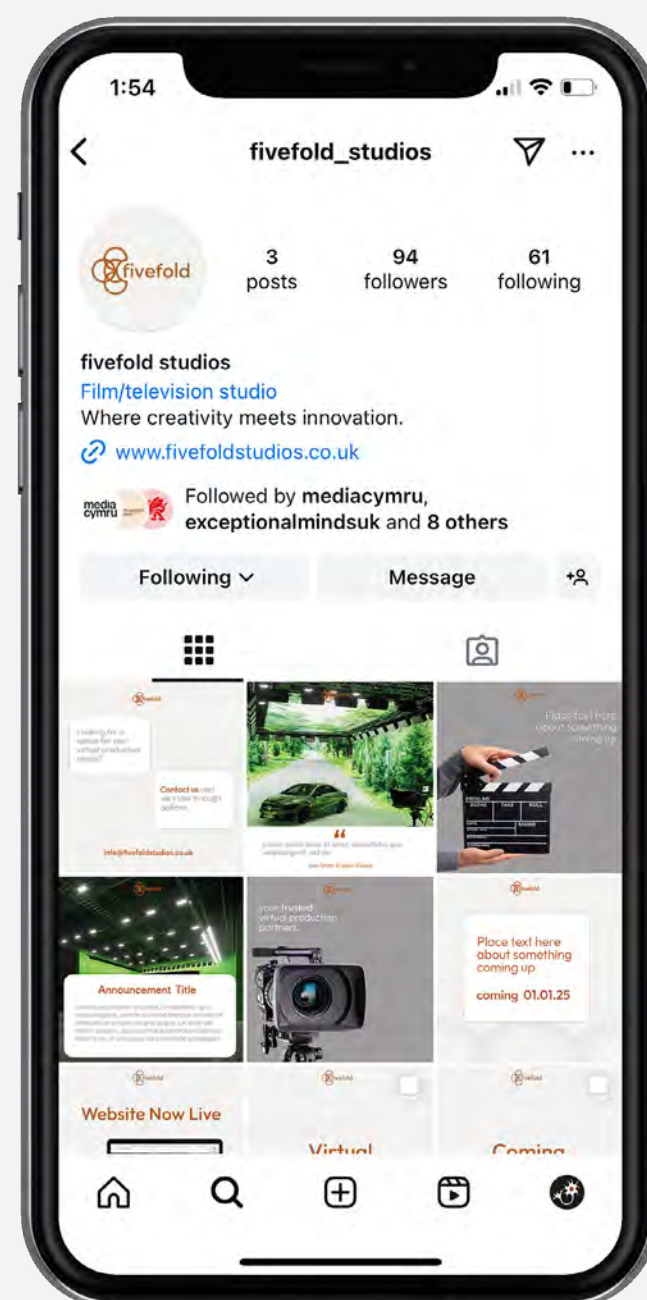


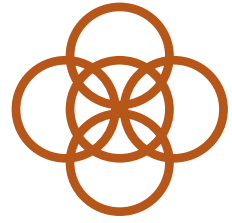
Presentation Layout



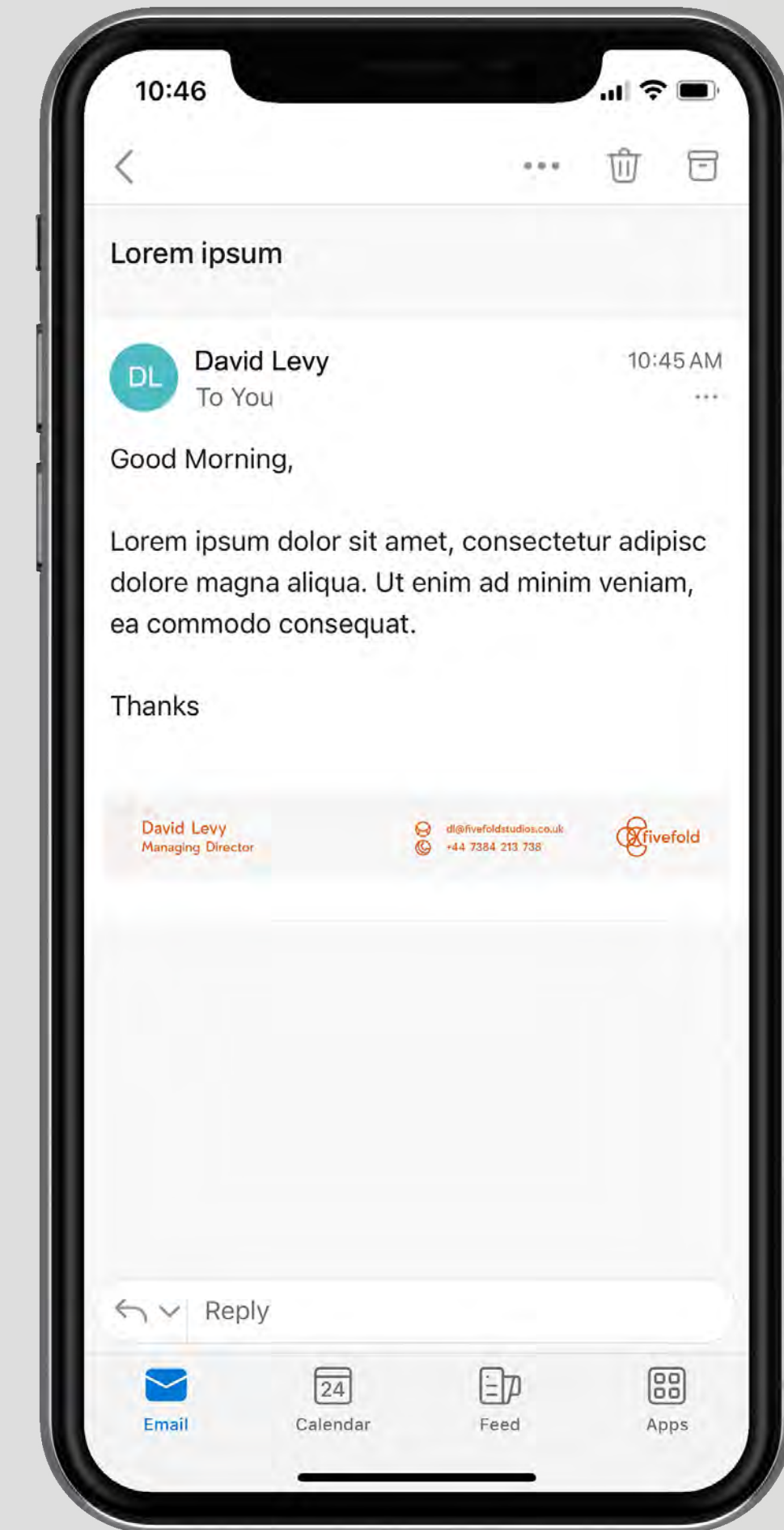
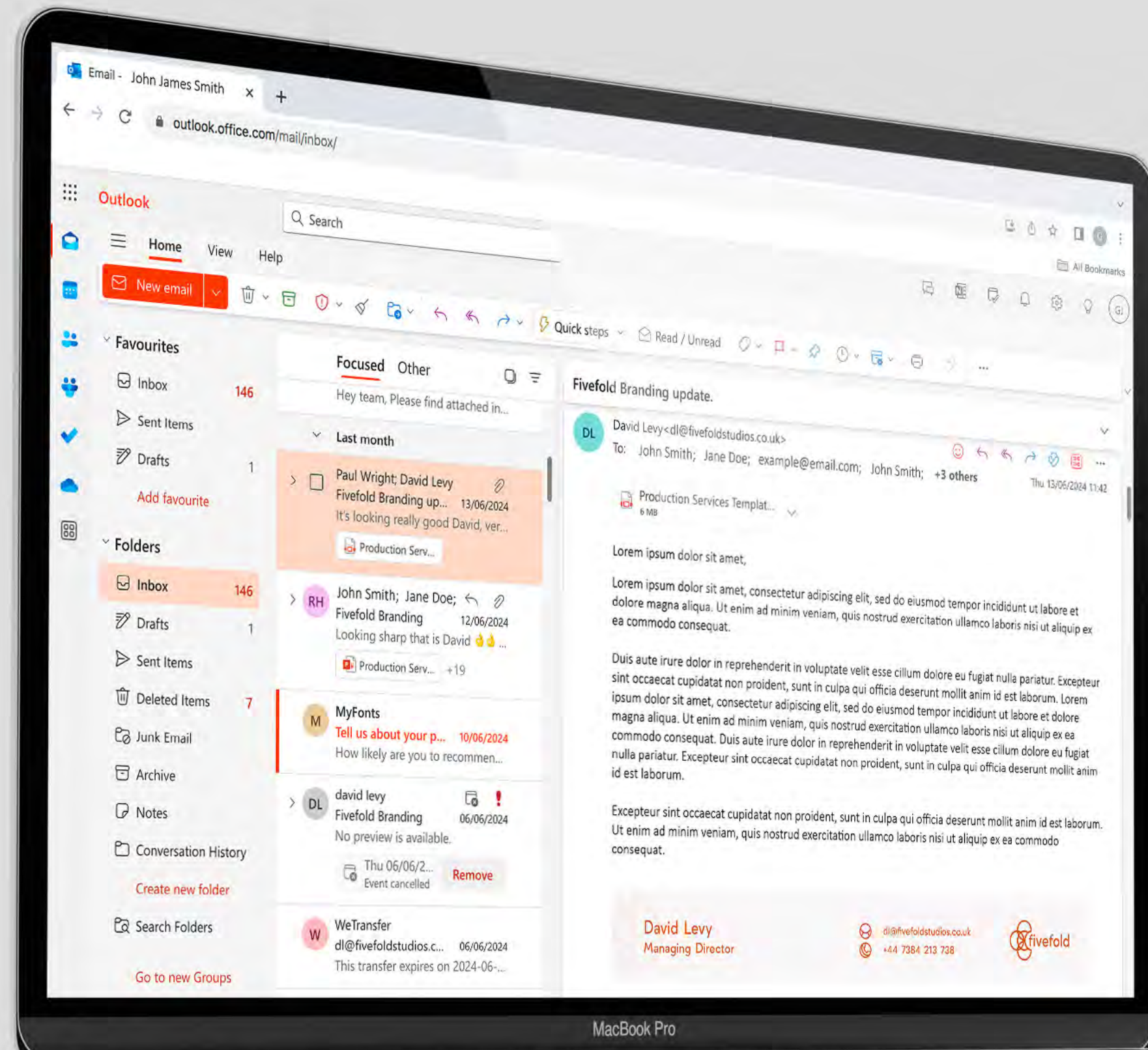


Social Media & Website Design





Email Signature





 **fivefold**

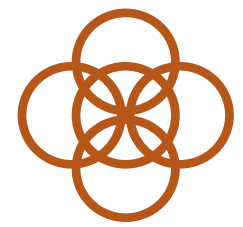
David Levy
Managing Director

 Dragon Studios Wales,
New Road, Pencoed,
Bridgend, CF35 5NQ

 +44 7384 213 738

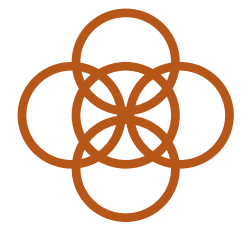
 dl@fivefoldstudios.co.uk

 www.fivefoldstudios.co.uk



Business Card





Banners



People



Planet

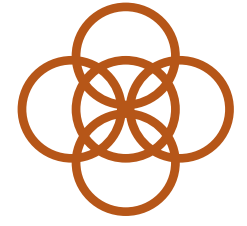


Prosperity



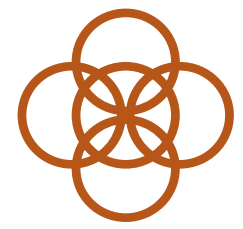
Progress





Banners





T-shirts





GCRE

Global Centre of Rail Excellence

Client Brief

About GCRE

The Global Centre of Rail Excellence will be a purpose built site for world class research, testing and certification of rolling stock, infrastructure and innovative new rail technologies that will fill a gap, not just in UK rail, but across Europe. GCRE will help to rebuild local prosperity, make transport better, pioneer a Net Zero railway and renew an amazing place.

The Brief

GCRE asked us to re-develop their existing logo. Their logo was a text outcome, set in the gill sans typeface used across the branding. The chief executive officer explained that he liked the bold legibility of the typeface logo but felt a visual conceptualising the vision of the company was missing and would like for us to incorporate the two.

Our Approach

With the mission to 'Rebuild Local Prosperity, Make Transport Better, Pioneer a Net Zero railway, and Renew an amazing place' the concept of regeneration and perpetual sustainability became the focal point of our visual representation. We also became hooked on the site itself being formed of two circulating tracks, for the trains to run along. We therefore decided to visualise these ideas through two circles within the logo identity.

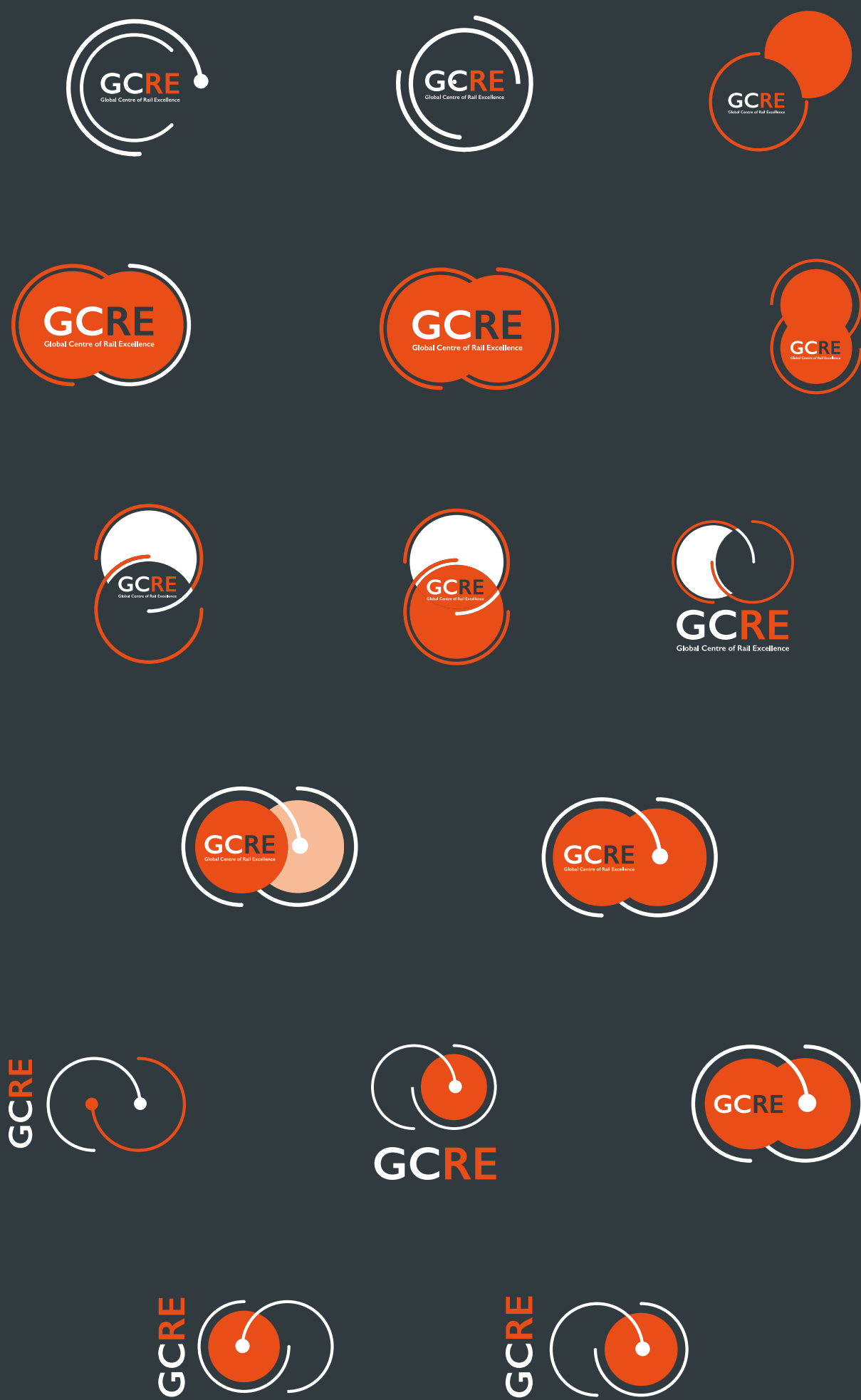
Deliverables in this Project:

- **Logo Design**

A featured logo design, with accompany versions to appear on contrasting backgrounds.

Logo Refinement

Stage 1



Stage 2



Stage 3



Logo Variants



Logo in Context



THANK YOU,

WANT TO WORK WITH US? GET IN TOUCH

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 [@unquietmedia](https://www.instagram.com/unquietmedia)