

## The Goldsmiths' Centre Brand positioning & identity



### A place for Creativity, Craftsmanship, Community.

Following Neon's successful re-branding of The Goldsmiths' Company, we were invited to help the Company with another hugely important project: the launch of The Goldsmiths' Centre — their largest ever investment in the future of the industry and in the continuing success of those who work in precious metals.

The Centre's goal was to create a sustainable future for the industry by bringing together education and commerce, building an enduring community of like-minded individuals and businesses from the industry and the associated trades. It was also to have charitable status.

The Goldsmiths' Centre is a purpose-built development, created by restoring a Grade II-listed Victorian Board School and adding a new four-storey building, in the heart of Clerkenwell. It provides workshop space, conference facilities and a venue for exhibitions and events, as well as a café. It also offers training and education of the highest quality to professionals and students, as well as a range of programmes designed to stimulate the interest and involvement of the general public.

### Brand Idea: Creativity, Craftsmanship, Community.

Three words encapsulate the values of The Goldsmiths' Centre. Creativity encompasses Centre's commitment to encouraging and inspiring creativity in the design and making of beautiful objects. Craftsmanship refers to the

Centre's important role as a repository of knowledge, building on centuries of experience. Community expresses an important aspiration of the Centre; to create a centre of excellence, a hub where like-minded people and businesses come together to share ideas, collaborate and build relationships, and to become a place of inspiration.

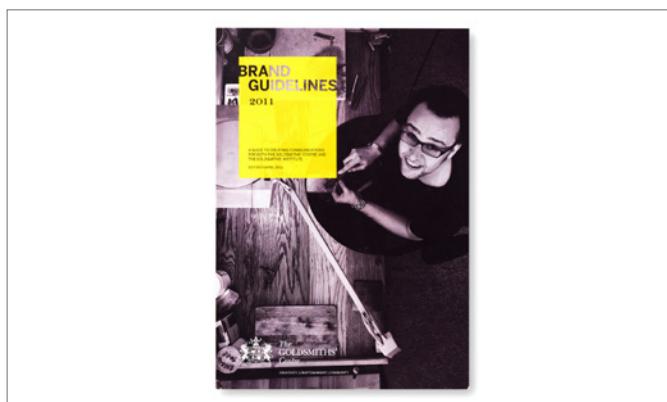
These values are married with a brand identity which reflects the Centre's heritage, with the use of a monochromatic coat of arms of The Goldsmiths' Company. A strong yellow – the common heraldic substitution for gold – helps create a vibrant, contemporary look and feel, positioning the Centre as a new future-facing organisation, distinctly separate from the more traditional Goldsmiths' Company. The yellow appears as a crafted information plate on all materials – helping to clearly state the purpose of each piece of comms with the main headline elegantly stencilled into the plate. The new identity was rolled out across all manner of media, including literature, signage and website.

### Kind words...

*"Super creative but methodical too..."*

**KARIN PAYNTER**  
Project Director  
The Goldsmiths' Centre

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### PROJECT SUMMARY

Art direction  
Brand positioning  
Brand architecture  
Brand identity  
Brand guidelines  
Literature scheme  
Exhibitions  
Advertising  
Digital interfaces  
Promotional posters  
Stationery  
Website  
Digital templates

