

Lane4 Brand identity

Lane4
Engagement, excellence, edge



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Founded by Olympic gold medallist Adrian Moorhouse, Lane4 is a leader in the field of human performance. Based in the UK, they work with a wide range of organisations, helping individuals and teams around the world reach their fullest potential, to build sustainable competitive advantage.

They are in the business of helping people achieve their personal best. Lane4 approached Neon to look at their brand in terms of how they could better articulate and project their unique offering – which is based on bringing together skills and experience acquired in the three interlocking areas of business, psychology and top level sport. We were also briefed to look at the Lane4 brand identity, reviewing all their printed and digital comms materials, to help improve their stand-out in a crowded marketplace, while more powerfully communicating the distinctiveness of their approach.

Brand idea: The Power of Four.

Lane4 exists to help give its clients a crucial competitive edge. So what was it that gave Lane4 the edge over its rivals? How could the company memorably articulate and project its distinctive approach and commercial offering? Through... The Power of 4. Neon's view was that the Lane4 difference was based upon a unique combination of four key factors: a passion for performance, a rigorous approach, a focus on potential, and transformational impact.

Based on this, we evolved the existing Lane4 brand mark (which the client wanted to preserve) to reflect the idea of

The Power of 4 by raising the number within a refined and updated version of the mark. We also evolved the existing strap line, to make it a stronger distillation of both what the Lane4 brand stands for, and their distinctive offering to clients: Engagement, excellence, edge.

As for visual style, Lane4 is all about people: the brilliant team of inspiring individuals who work for the company, and the incredibly diverse range of people whose performance they help to improve. We wanted a look that would strongly reflect what Lane4 do – getting inside people's heads to inspire them, change their thinking, and help them achieve their potential.

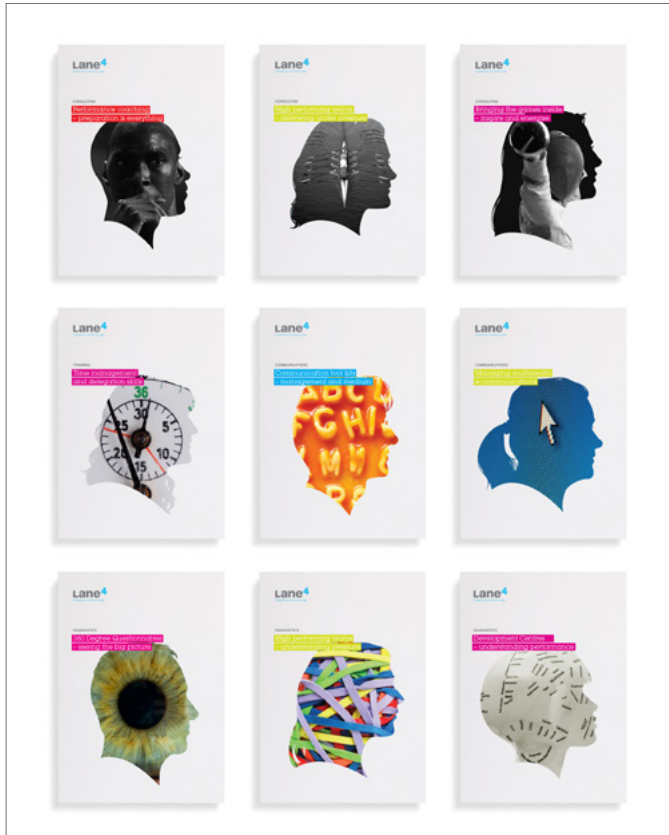
To that end, we created a library of hand drawn graphic silhouettes, using the actual profiles of every member of the Lane4 organisation – celebrating the individuals, at the same time as highlighting collaboration. This silhouette device is not just powerfully distinctive but also highly versatile, capable of adding warmth humanity to all kinds of communications, from visuals conveying abstract thought to charts and diagrams.

Kind words...

"Expertise and professionalism..."

ADRIAN MOORHOUSE
Founder and Managing Director,
Olympic Gold Medallist
Lane4

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PROJECT SUMMARY

- Art direction
- Brand positioning
- Brand identity
- Literature scheme
- Exhibitions
- Promotional posters
- Stationery
- Website
- Brand guidelines
- Digital templates
- PowerPoint templates

