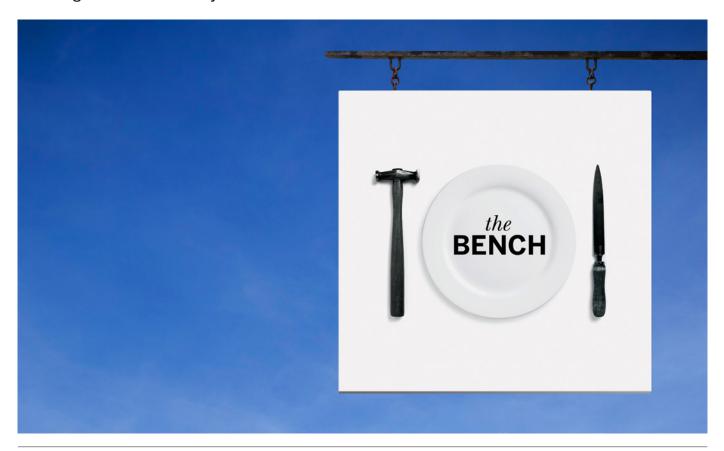


## The Bench café Naming & brand identity



#### A working lunch...

As part of Neon's wider involvement in this ground-breaking development, we were asked to name and create the brand identity for The Goldsmiths' Centre's new café.

The aim was to provide a friendly and inspiring environment in which members of the silversmithing trade, patrons, partners and the visiting public could relax and rub shoulders, helping to forge a flourishing creative community.

The name we came up with — The Bench — was a reference to both heritage (the silversmith's classic workbench) and the informal ambience of the café itself. The Bench café brand identity also celebrated silversmithing heritage, replacing cutlery with classic silversmithing tools – selected from world renowned silversmith Grant MacDonald's studio. The Bench café brand identity was rolled out on signage, uniforms, crockery, literature, and environmental graphics.

#### Kind words...

"Great name, with great creativity.
The Bench café brand identity is yet
another incredibly thoughtful and elegant
idea by Neon. The tone is spot on.
Exceptional."

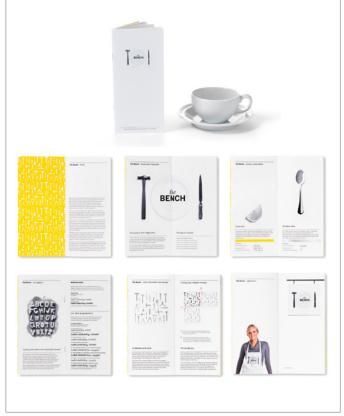
### MARTIN DURY CBE FSA Chairman of the board of Trustees for The Goldsmiths' Centre



# The Bench café Naming & brand identity











### PROJECT SUMMARY

Art direction Brand identity Stationery Brand guidelines Crockery Signage Uniforms

