

## Akin

### Naming and brand identity

# We are... Akin

Arundel's creative collective

#### The meeting of like minds

Akin, Arundel's creative collective, was born from the meeting of like minds... Neon helped create the name and the branding to help launch this collective.

Arundel in West Sussex has always been a place alive with creative energy. But until now there had never been a harnessing of all that expertise that rubbed shoulders with each other each and everyday and channelling it into a collective with like-minded passions: sharing creative knowledge; expanding creative horizons and – where it makes sense to do so – joining forces in commercial collaborations.

Introducing Akin, the new collective of Arundel's finest creative talent. Kindred spirits united by a love for what they do and an insatiable curiosity and respect for each other's creative worlds and individual craftsmanship

The name, Akin, perfectly captured the idea and the togetherness of the Akin group creatively.

The brand mark was a simple piece of contemporary Helvetica that could be used in combination with words and phrases to help promote the idea behind Akin as well as the group itself.

Neon has since supported Akin designing posters promoting show and tell talks from Akin members as well as bringing incredible commercial creative practitioners from around the UK to Arundel to share their knowledge, work and passion.

Most obviously, Akin is about sharing ideas and inspiration with commercial creative professionals who are in it together: supporting and learning from each other; working to raise standards; showcasing members' work; promoting the real commercial value of great creativity; and playing a vital part in helping the next generation of talent – by passing on the baton of our insights, knowledge and expertise, as well as the passion, blood, sweat and tears we've all shed over many years to make the work we do the best it can possibly be.

Akin members also work together to ensure that businesses and organisations in Sussex and well beyond make the Akin directory their first port of call, when they have a creative need / project big or small.

Any creative practitioner based or living in or around Arundel is welcome to apply for membership – from brand consultants, film-makers, photographers, publishers, graphic designers, product designers, social media and public relations, copywriters, illustrators, innovation training, web developers, jewellery designers, textile designers, architectural metalwork, to installation and fine artists (not an exhaustive list but a great start).

Akin members share a common goal to further, nurture and grow Arundel's reputation as a unique creative community and collaborative resource, powered by a collective passion for the highest creative and crafts standards – all underpinned by unswerving professional, personal and creative integrity.

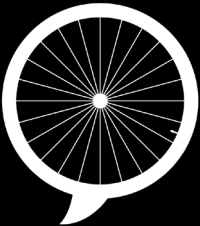
## Akin

### Naming and brand identity

Ain commercial creativity talks present:

# A talk by James Beresford of Vaaru Cycles

Ain members free, non-members £5\* tickets available from  
Arts and Steward Gallery, Dundee or by on line at [www.aindunee.com](http://www.aindunee.com)



We are...  
**Ain**  
a community of creative people


7pm - 8.30pm Wednesday October 3rd 2018  
**The Victoria Institute, 1st floor  
10 Tarrant St, Arundel BN16 9DGA**

Representative of the creative industry and a member of Beresford,  
will be joining AIN to talk about his passion for design and the future  
of making Vaaru Cycles. He'll be sharing his vision, ideas and will be  
creating up some sample tubes to view after the talk.

For more info, [www.aindunee.com](http://www.aindunee.com), email [info@aindunee.com](mailto:info@aindunee.com)  
Call +44 (0)7790 752 458 #AIN2018 @AinDunee #AinArundel

Akin commercial creativity talks present:  
**A talk by illustrator and textile designer Catherine Rowe**

**Adult members free, non-members £5\*** Tickets available from  
 Zimma Stewart Gallery, funded by bryonline at [www.akinandrowe.com](http://www.akinandrowe.com)



**We are...  
 Akin**

**7pm - 8.45pm Tuesday December 4th 2018**  
**The Victoria Institute, 1st floor**  
**10 Tarrant St, Arundel BN18 9QGA**

\*Children under 16 free. Tickets for the evening will be available for donation and resale (subject to approval by the Association of Illustrators and Textile Designers) at the door. Tickets for the evening will be available for donation and resale (subject to approval by the Association of Illustrators and Textile Designers) at the door. Tickets for the evening will be available for donation and resale (subject to approval by the Association of Illustrators and Textile Designers) at the door.

Find out more: [www.akinandrowe.com](http://www.akinandrowe.com) and [bryonline.co.uk](http://bryonline.co.uk)  
 Call +44 (0)1793 732 448 or [info@akinandrowe.com](mailto:info@akinandrowe.com) \*Only the main course, the rest of the evening and any ongoing hours' donations are free to donate.



Akin commercial creativity talks press:

## A talk by Trevor Clough Digby Fine English

Akin members free, nonmembers \$5\* Tickets available from  
Zimmer Street Gallery, [zimmers.org](http://zimmers.org) or by email at [www.akinart.com](mailto:www.akinart.com)

**We are...  
Akin**  
Akin Art Institute

7pm - 8.45pm Tuesday, June 4th 2019  
at Digby Fine English, on the High St, Arundel

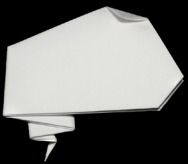
Free tickets £10, but we ask that if you have not spent your ticket at a venue that you should use it to support the local arts scene. Tickets are available to purchase from the Akin website [www.akinart.com](http://www.akinart.com) or by calling 01793 725 446. Arundel Arts & Events Ltd are the organisers of the event and will be taking 50% of the ticket price to support the local arts scene.

For all enquiries - [www.akinart.com](http://www.akinart.com) or [www.bellshill-arts.com](http://www.bellshill-arts.com)  
or call 01793 725 446. Arundel Arts & Events Ltd are the organisers of the event and will be taking 50% of the ticket price to support the local arts scene.

Akin commercial creativity takes present.

**Making it - a talk by commercial origami artist Michael Trew**

**Akin members free, non-members £5** Tickets available from  
Zimmer Shovel Cultural, 14/16 Old St on 01206 411111 or [www.akinartanddesign.com](http://www.akinartanddesign.com)



**We are...  
Akin**

7pm - 8.45pm Tuesday November 6th 2018  
The Victoria Institute, 1st floor  
10 Tarrant St, Arundel BN18 9DGA

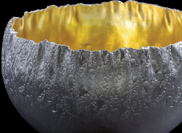
Reservations are essential as it is free. There will be a sign up sheet to allow the audience to design, making and take home, as well as the evening's activities. Opportunities and activities with international friends.

Find out more: [www.akinartanddesign.com](http://www.akinartanddesign.com) email: [info@akinartanddesign.com](mailto:info@akinartanddesign.com)  
Call 01244 907778 for the Akin Ambassadors. **Akinand** is the Akin's theme, covering the local or rural, and bringing Akin's goals together by Akinand.

Ask commercial creativity talks present:

**A talk by silversmith and engraver Malcolm Appleby MBE**

*Ask members free, non-members £20. Tickets available from  
Jerrine Stewart Taylor, Auckland or by on-line at [www.asknz.com](http://www.asknz.com)*



We are...  
**Ask**  
Auckland creative collective

7pm - 8.45pm Wednesday, March 27th 2019  
The Victoria Institute, 1st floor  
10 Tarrant St, Auckland BN18 RDG

Malcolm Appleby was his mother's choice to represent primarily by engraving and making the instruments of medicine. Current experiments have been in the use of metal and stone to create objects that are both functional and artistic. He has been contributing to the arts with his talking objects, and his information service online [www.asknz.com](http://www.asknz.com), and on the radio.

Find out more: [www.asknz.com/asknz](http://www.asknz.com/asknz) email [asknz@auckland.ac.nz](mailto:asknz@auckland.ac.nz)  
Call 09 477 6790 or 09 477 6791. Instagram: Asknz Auckland. Twitter: Asknz Auckland  
Come to the party of Asknz and bringing Asknz's spirit. Questions to Asknz.

[illegible][illegible][illegible][illegible]

**We are...  
Akin**

*"After training with the award winning designer and master craftsman, Roger Doyle, I've now launched my own line of jewelry in Gold and Silver. I'm a former visual merchandiser and stylist at Liberty of London, now living and working in Sussex, creating simple and versatile handmade designs" - all well as taking on various visual merchandising and styling commissions"*

**LUCY HALL**  
Jewellery Designer

**LUCEY HALL JEWELLERY AND STYLING**  
01323 810000  
www.luceyhall.co.uk  
lhall@luceyhall.co.uk

**Wendy Woodhouse**  
Creative Director  
01323 810000  
www.luceyhall.co.uk  
wwoodhouse@luceyhall.co.uk

**Lucy Hall**  
Jewellery Designer  
01323 810000  
www.luceyhall.co.uk  
lhall@luceyhall.co.uk

[illegible]

We are... **Akin**  
an outdoor lifestyle brand

*"I make inspirational photographic images from everyday life."*

**NEIL STEWART**  
 10000 16th Avenue, Suite 100, Boulder, CO 80501  
 303.440.0000 • 303.440.0001 • 303.440.0002 • 303.440.0003  
 neil@neilstewart.com • www.neilstewart.com

© 2012 Akin Inc. All rights reserved. Akin, the Akin logo, and Akin are trademarks of Akin Inc. in the U.S. and other countries. All other trademarks are the property of their respective owners. Akin is not responsible for any damage or injury caused by the use of any of its products.