

## Arundel Bee Project Branding & website



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### Love Bees

After completing our work for Arundel's creative collective AKIN we were asked to help with another local project, The Arundel Bee Project. The projects purpose is to help raise awareness of the benefits of a thriving bee community, support bee keepers and champion bee friendly planting initiatives in and around Arundel.

We've always had a passion for these most valuable of cute critters, the UK honey bee, having created multi-award winning packaging for Stanley Honey – which is featured in the preeminent design book A smile in the Mind featuring some of the worlds best creative work (plus Eddie Izzards sketch on bees has never left us and is a favourite of ours).

A solution was an elegant marriage of Arundel's magnificent castle and a classic hive using a honey yellow combined with an elegant stacked logotype in a warm grey.

We then helped create a simple blog website, to get them going while the secured further funding for the this most worth while of local initiatives.

Neon's other branding projects in West Sussex include brand identities for Chichester based online retailer Rinkit, Bignor Park estate, plus for the community based initiative Love Arundel, as well as for Akin Arundel's creative collective, The Castle Cinema and Lidgett Search genealogy.

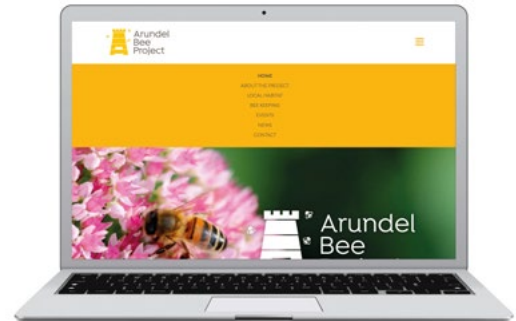
### Kind words...

*"This is fantastic Dana, it really helps our cause, a big thank you..."*

**NICK FIELD**

Arundel Bee Project

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### PROJECT SUMMARY

Logo design

Website design & programming

Copy writing