

Lidgett Search Branding & website



Simmer & Brew – Go with your gut!.

When our good friend Oliver Hartley — formerly Finance Director at Corney & Barrow and a key collaborator during our rebrand for them — launched his new genealogy practice, he turned to Neon Brand Consultancy to help bring it to life through a distinctive brand identity and website.

Genealogy is a fascinating field, but often weighed down by predictable imagery and dated design. Our task was to create something smarter, warmer and more personal — a reflection of Oliver's meticulous approach and genuine passion for uncovering family stories.

The resulting Lidgett Search identity centres on an elegant logotype, with an arrow pointing to the past hidden within the “G”, paired with a rich royal purple and a refined typographic system. But the true hero is the Lidgett owl — symbolising wisdom, watchfulness and discovery — inspired by Oliver's memories of barn owls at dusk near his childhood home.

We carried this distinct personality through to a clean, contemporary website, rich in storytelling and elegantly structured for clarity and SEO. Playful copy lines built around “Lidgett...” gave the brand a confident voice and memorability rare in the sector.

The result is a professional yet characterful brand that stands apart from genealogy's clichés — one that's unmistakably Oliver's.

Kind words...

“Having worked with Dana in a previous life, there was no question that I wanted him to develop a brand and website for my genealogy work. This field lends itself to rather learned and stereotyped images and branding. Predictably, Dana nailed it pretty much first time. Fresh, amusing, very different, and I love my owls! Neon and Dana have delivered a brand and website that is professional but approachable, simple to navigate and very honest. I am delighted – thank you.”

OLIVER HARTLEY

Director & Co Founder
Lidgett Search

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PROJECT SUMMARY

Logo design
Website design & programming
Copy writing
Stationery
Digital templates

