

Love Arundel Branding



Love Arundel

Following our work for Arundel's creative collective Akin, we were invited to help shape another community-focused initiative — Love Arundel.

Created to connect and give a voice to the local community, Love Arundel champions the town's unique character, celebrates local businesses, and promotes its many activities and events to both residents and visitors.

Our solution was a simple yet striking brand identity centred on a bespoke logotype. The word 'love' features a heart icon crowned with an elegant crenellation detail — a subtle reference to Arundel Castle, the town's most iconic landmark. The design, set in a warm palette of red and grey, captures both affection and sophistication.

The identity has been rolled out across digital and printed materials, including newsletters and visitor communications, with a versatile icon library to support use across multiple channels. The result is a unified, uplifting identity that helps bring Arundel's community closer together while reinforcing its appeal as a destination.

Kind words...

"Love this! Simple, elegant and effective."

JANET SMITH
Love Arundel

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PROJECT SUMMARY

Logo design
Icon library
Digital templates
Art direction

