

## SKAICRE

### Naming and brand identity



#### Films with cut through

Neon were asked to create a brand identity for SKAICRE for Lesley Wan on recommendation from Penelope Warne Senior Partner of CMS, after Neon's successful brand campaign for the CMS, Nabarro LLP and Olswang LLP merger.

SKAICRE is a new and exciting professional networking and thought leadership forum designed around and open to property professionals working in the legal and business arena across the UK and beyond. The forum provides ample networking opportunities for client members to build strong business relationships, participate in, and contribute to innovation forums, roundtables and lobbying discussions

Our solution for the SKAICRE brand identity (for what was a very unusual name) was to create a skyline of typography reflecting the commercial property focus of the organisation.

We then took architectural patterns and details to create a striking and premium in feel visual language, that was unified by using a monochromatic approach. This visual language was applied to create a suite of different business cards and compliment slip reverse prints.

Neon also created an animated short for use on line, digital materials and conferences.

#### PROJECT SUMMARY

Brand identity  
Motion graphics  
Stationery

#### Kind words...

*"A huge thank you, it's so unique and has real gravitas – I can't wait to show it off at the launch event."*

**Lesley Wan**  
Founder of SKAICRE and  
General Council  
FBN Bank

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