

The Bench café

Naming & brand identity



A working lunch...

As part of Neon's wider involvement in this ground-breaking development, we were asked to name and create the brand identity for The Goldsmiths' Centre's new café.

The aim was to provide a friendly and inspiring environment in which members of the silversmithing trade, patrons, partners and the visiting public could relax and rub shoulders, helping to forge a flourishing creative community.

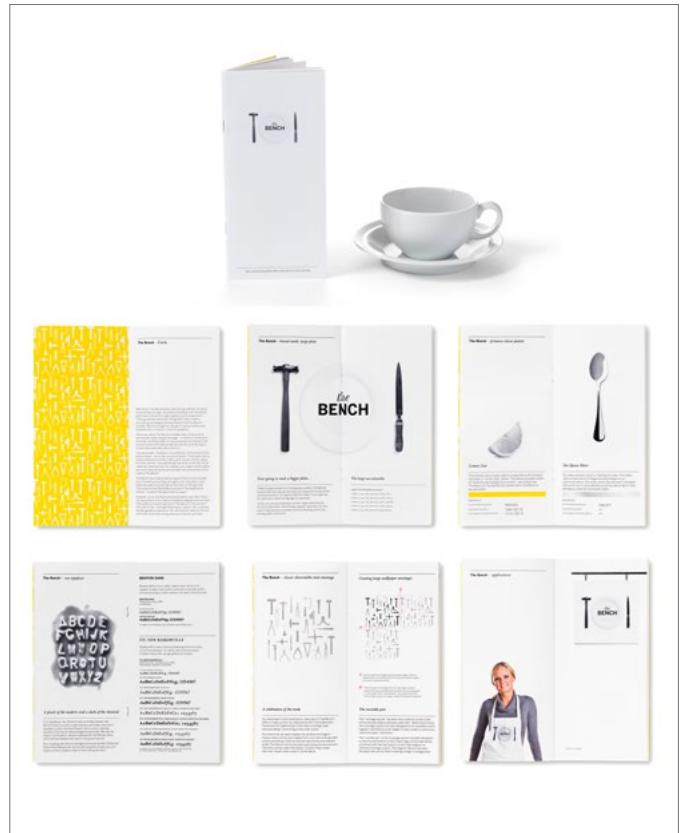
The name we came up with — The Bench — was a reference to both heritage (the silversmith's classic workbench) and the informal ambience of the café itself. The Bench café brand identity also celebrated silversmithing heritage, replacing cutlery with classic silversmithing tools — selected from world renowned silversmith Grant MacDonald's studio. The Bench café brand identity was rolled out on signage, uniforms, crockery, literature, and environmental graphics.

Kind words...

"Great name, with great creativity. The Bench café brand identity is yet another incredibly thoughtful and elegant idea by Neon. The tone is spot on. Exceptional."

MARTIN DURY CBE FSA
Chairman of the board of Trustees
for The Goldsmiths' Centre

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PROJECT SUMMARY

Art direction
Brand identity
Stationery
Brand guidelines
Crockery
Signage
Uniforms

