

## The Futures Company

### Naming, brand positioning & identity



the coming together of  
Henley Centre HeadlightVision  
and Yankelovich

#### **The coming together of...**

In 2008, WPP acquired Yankelovich – the US's leading consumer trends and lifestyle research business – and merged it with its European counterpart, Henley Centre HeadlightVision (an existing WPP group company). Neon were approached to provide a new brand idea, name and identity for the merged company, along with a brand architecture that could successfully integrate existing sub-brands.

#### **Brand idea: Unlocking Futures.**

Inspired by the new company's impressive Nostradamus-like expertise in forecasting things yet to come, the brand idea we came up with was Unlocking Futures; and from that, the name – The Futures Company – naturally followed.

Both idea and name capture the company's unique blend of qualitative and quantitative research; their focus on learning from the past and present to understand the future; their rigorous analytical skills; and their imagination, curiosity and passion, with which they inspire clients to unlock a better future.

#### **Visual language: a glimpse of the future.**

Our elegant and ultra-modern typographical brand mark intriguingly suggested something about how, while the future may be forecast with great accuracy, it can never be wholly visible.

And by combining the mark with simple but warmly human imagery, we created a visual language that would reinforce the idea of a company capable of “unlocking futures”, across a wide range of brand communications.

#### **Kind words...**

*“Thinking with the future in mind. Working with people who view themselves as both experts in the future and creative lateral thinkers is most design agencies worst nightmare. Neon rose to this challenge and were flexible, accommodating, challenging, highly creative and inspirational at all the right times.*

*I believe the design is fresh and critically evokes the feeling of energy and transformation. The directional nature of the design challenges us to always focus on the deliverables and ultimately, the impact our thinking must have on our clients business.”*

**CRAWFORD HOLLINGWORTH**  
Executive Chairman  
The Futures Company

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#### PROJECT SUMMARY

Naming  
 Brand proposition  
 Brand architecture  
 Migration strategy  
 Brand identity  
 Sub-brands  
 Internal launch movies  
 Internal communications  
 Brand guidelines  
 Literature  
 Stationery  
 Digital templates  
 Signage

