

## The Goldsmiths' Company Brand positioning & identity



### A Touchstone for the industry.

One of very few of the 12 Great Livery Companies that are still active in the field for which they were founded, The Goldsmiths' Company original raison d'être was to regulate the craft and trade of the gold and silversmith.

Over the centuries, however, it had evolved into an organisation that did much more than just act as a guardian and facilitator. Today, The Goldsmiths' Company occupies a unique space with a 360° influence. And while there are other organisations that offer, for example, assaying services, training and technology facilities and promotional support, only The Goldsmiths' Company can claim to be active across all these areas, and many more.

Neon won a competitive pitch to define The Goldsmiths' Company brand message, to clearly communicate their offer and help them engage with their multiple audiences. The task also included bringing structure and clarity to their brand architecture — along with reinstating a sense of craft, clarity and elegance to The Goldsmiths' Company brand identity.

### Brand idea.

The Touchstone held by the demi-maiden in the Company's coat of arms is an essential tool of the trade, used for testing alloys. Based on this original use, Touchstone has come to mean 'a benchmark by which others are judged'. So there was our brand idea: Touchstone; a single word that encapsulates The Goldsmiths' Company's role within

their industry, their unique 360° influence (as guardian and facilitator), and their commitment to delivering the highest standards of usefulness and quality across their entire range of activities.

### Kind words...

*"Heavyweight creative thinking, with a lightness of touch. We were impressed by Neon's direct, professional approach. The Neon team was given a complex brief which involved unifying the many disparate directorates of the Company, each with their own constitutions, priorities and agendas, into a distinct and comprehensive brand. This was achieved through research which enabled Neon to get beyond the surface of the Company and into its very being. The outcome was an accurate assessment and the resulting rebranding not only embraces all the existing elements of the Company but also incorporates a framework for future initiatives such as the proposed Goldsmiths' Centre in Clerkenwell due to open in 2011."*

**PAUL DYSON**  
Director Promotions  
The Goldsmiths' Company

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### PROJECT SUMMARY

- Art direction
- Brand positioning
- Brand architecture
- Brand identity
- Brand guidelines
- Literature scheme
- Promotional posters
- Trade advertising
- Website
- Exhibitions
- Stationery
- Digital templates

