



Creating a brand image that accurately reflected the organisation

Title: First College Lincs

Challenge: First College are a work based training provider offering a variety of courses to 16+ adults in subjects as diverse as Early Years Care, Hospitality and Accountancy. Their corporate image was in urgent need of attention, it was old fashioned and did little to reflect their status as a modern and forward thinking learning provider.

First College wanted to create standout from the plethora of training providers and needed to come across as warm, approachable yet professional. They also had no current web site or marketing material

Solution: The 'standard' creative solution for this sector was the use of stock library imagery of smiling students. We wanted to avoid this route in order to create a point of difference. Our solution was the introduction of a bold graphic style that used iconography and a limited colour palette of blue and orange. This supported the new logo and created a corporate identity that was striking and had synergy across different media and uses.

We then set about taking this new branding across key marketing elements including a prospect folder pack, leaflets, stationery, newsletters and a new website.

“With some of the softer services such as training and education, the norm is to create warmth and empathy through the imagery of people. By deliberately going against this norm you can create stand out and brand recognition”