

Client

Peak District National Park Authority

Losehill Hall

Environmental Conference Centre

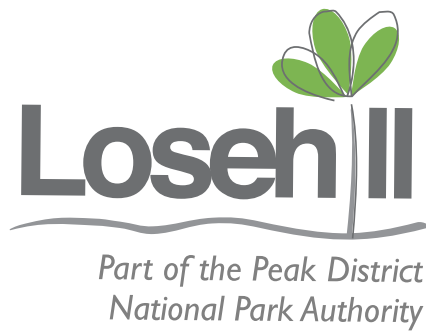


Our tender for the re-branding of Losehill Hall explained our approach to reaching an inclusive brand, consulting with all agreed staff and stakeholders and managers right from day one, whilst supplying three initial creative options to get the process started.

The consultation process several weeks with each design discussed at length to ensure everyone was on-board and happy that the re-brand reflected the true nature of Losehill Hall. This meant we not only had to get to grips with the homely nature of the centre, reigning back on designs that were too clean cut and modern, but also understand the audiences knowledge of leaf structures - making sure our generic leaf was just that and not akin to non indigenous trees.

Having established the main identity, six further sub-brands were created as well as a comprehensive set of brand guidelines, stationary, pop up display banners, email footers, e-news letter templates, Word templates and of course, printed literature.

It's a great example of how inclusive design works with all parties fully embracing the re-brand and feeling part of the process.





**Losehill**  
LEARNING FOR COUNTRYSIDE  
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PROFESSIONALS

**LOSEHILL HALL**  
Courses for Countryside and  
Environmental Professionals  
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