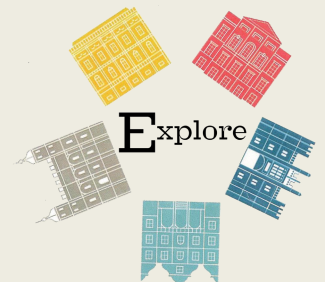




# Visual Identity for HRP

# Brief

- HRP are in the process of creating a new Learning Programme to inspire 11 – 19 year olds
- Our job was to create a **visual identity** for the programme



# Research

- We were our own target market
- We collated our 'likes' and 'dislikes' and saw a common trend
- Personal interests eliminated
- Ideas put into themes

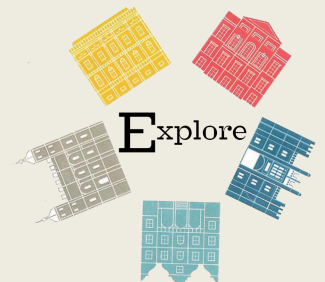


# Themes

- Modern
- Professional
- High quality
- Interactive
- Creative

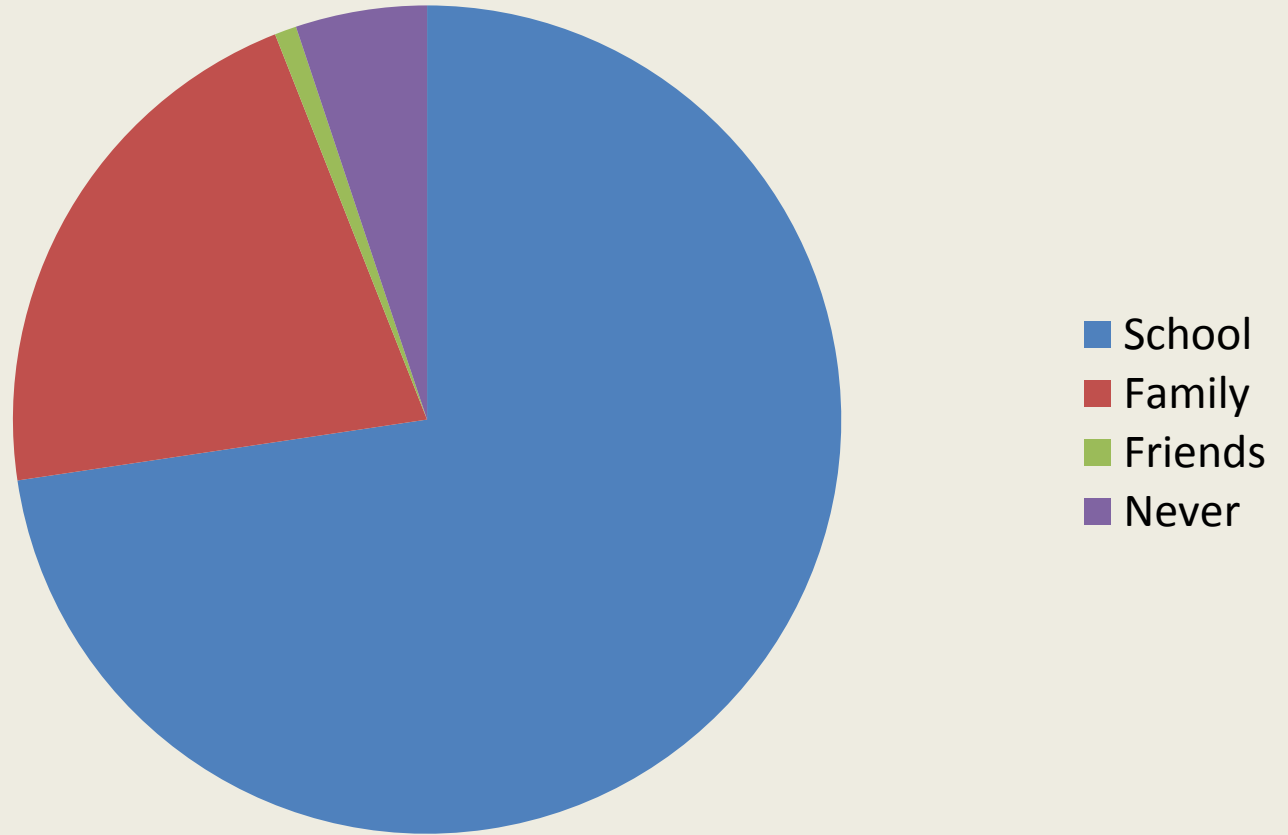
# Market Research

- Questionnaires
- Surveys
- 80% of responses showed interest in the programme



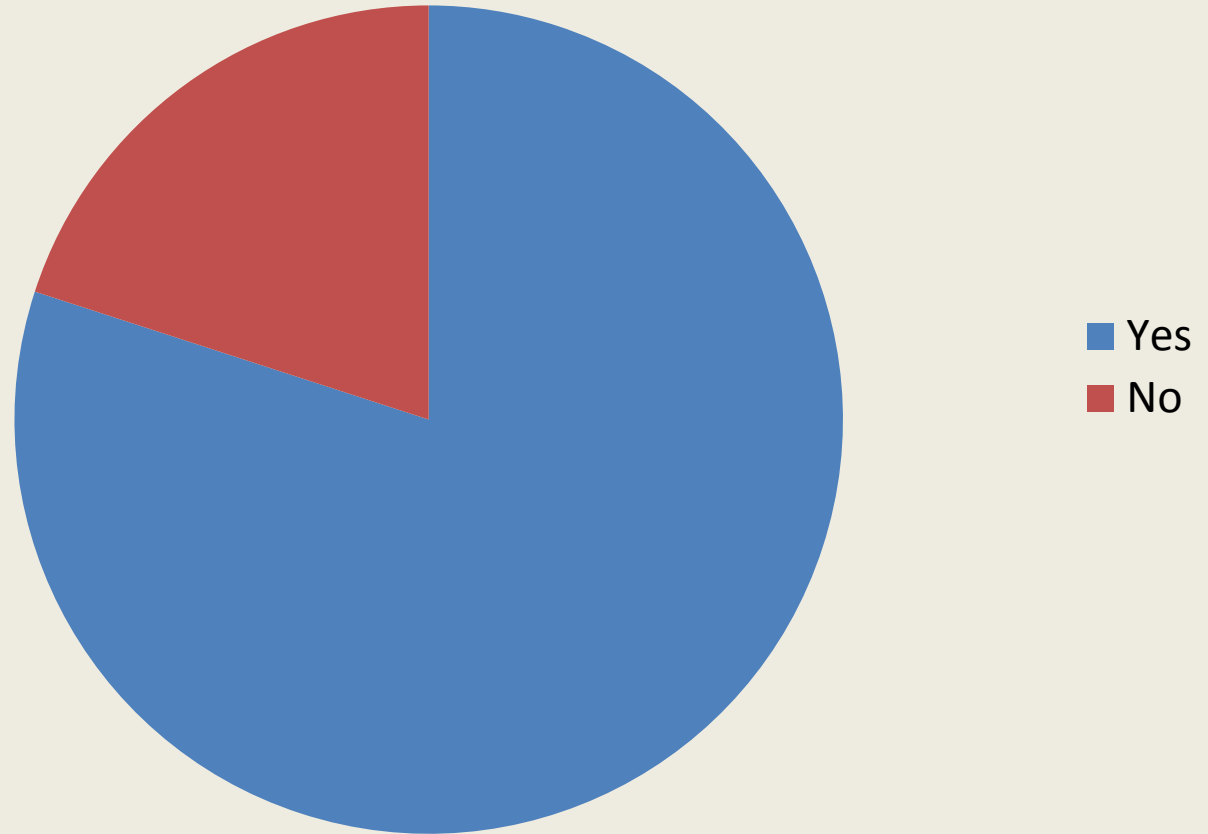
# Market Research

## Visits to Historic Royal Palaces



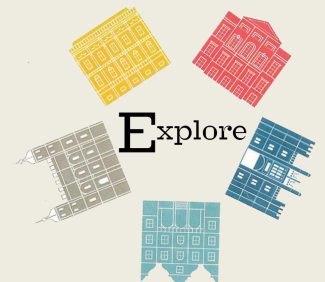
# Market Research

Interest in Explore programme



# The Visual Identity

- Name
- Logo
- Slogan
  
- Promotional methods

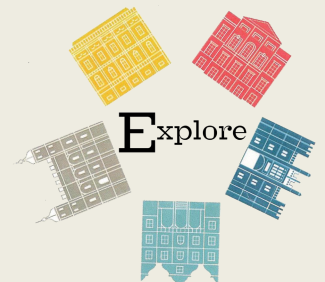




Name

# EXPLORE

- Short and snappy
- Easy to read
- Easy to remember



# Slogan

## **Create, Discover, Imagine**

- Powerful words with impact
- Will appeal more to a 14 – 19 age group
- Easy to understand
- Has a lot of depth and meaning to it



# Logo



# Colour Schemes

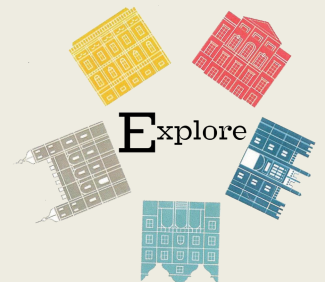


Primary colour



Secondary colour

- Dark/light shades of green
- Not actively being used by HRP
- Easy to distinguish
- A colour that represents learning and growth



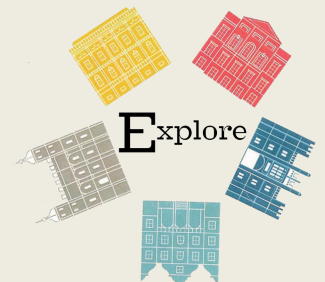
# Promotional Methods

- Posters
- Leaflets
- Website
- Social Networks
- Merchandise
- App Integration



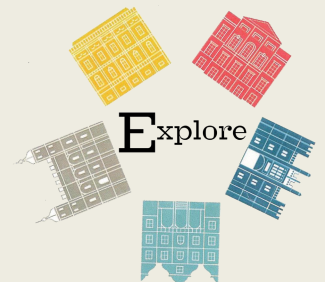
# Posters

- Give them out to schools
- Distribute to Year 6 – 13 children
- Primary/secondary schools all around the Richmond, Kingston, and Hampton area



# Leaflets

- Information leaflets handed out to visitors going to HRP
- Distributed to teachers and information is fed to classmates



# Leaflet

## Explore



### Create, Discover, Imagine

Explore, HRP's 11—19 programme stretches across all palaces and can be: online, offline, and offsite.

Suited to all school students from aged 11—19, Explore can offer young people in a group setting with focus on the National Curriculum. Furthermore, Explore has been adapted for international visitors.



Historic Royal Palaces also hold festivals for young people to come with their friends and family catering not just for school and curriculum based events.

Creative programmes for app development, fashion, architecture and a whole lot more are held in a non-curricular setting.



With the Explore programme, enjoy great insights from historians, writers, and thinkers.

Whether you're looking for an inspiring KS1 visit, an immersive A-Level study day, or anything in between, we will have an offer for you.





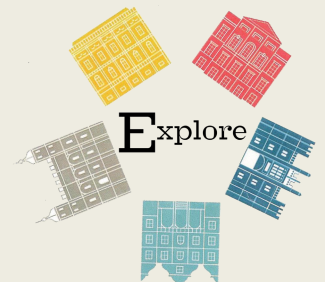
# Website

- Build an interactive website to allow users to post feedback and comments during their visit
- Public website:
  - Information about HRP
  - Information about the programme
  - Teenager-friendly language
  - Sign-up form
  - Feedback form



# Social Networks

- Build interest using Facebook & Twitter
- Update regularly with promotions and offers to large groups
- Expose the networks on posters/leaflets/website
- Run competitions on each of these platforms



# Social Network – Facebook

The image shows a screenshot of a Facebook page. At the top, the Facebook logo is on the left, and a search bar with the text "Search for people, places and things" is on the right. Below the search bar is a large green cover photo. In the lower-left corner of the cover photo, there is a small graphic with the word "Explore" and several colorful architectural drawings. Below the cover photo, the page name "Explore – Historic Royal Palaces" is displayed, followed by "322 likes". To the right of the page name are buttons for "Liked", "Message", and a dropdown menu. Below the page name is a text box containing the description: "Explore is an educational programme offered by Historic Royal Palaces for 11-19 year olds." At the bottom of the page, there are four tabs: "About", "Photos", "Likes", and "Welcome". The "Likes" tab is active, showing a thumbs-up icon and the number "322". The "Welcome" tab is a purple button with the text "Welcome".

facebook

**Explore – Historic Royal Palaces** 322 likes Liked Message

Explore is an educational programme offered by Historic Royal Palaces for 11-19 year olds.

About Photos Likes Welcome

# Merchandise

- Buy merchandise such as:
  - Pens
  - Pencils
  - Pencil cases
  - Mugs
- This can be handed out as prizes for onsite competitions



# Merchandise



# App Integration

- ‘Smartphone age’
- Build an app to be used by students on the day of the visit
- GPS is used to track location and give information based on where they are

