

We've refreshed our look!

Home-Start provides a lifeline to over 100,000 parents and children across the UK through its 15,000 volunteers. It needed to modernise its image and create a fresh identity, while moving forward as an organisation. A detailed research and consultation process with their stakeholders set the foundations for the creative brief. The identity features a strong brand claim, new logo and visual identity, comprising of brighter colours, friendly typography and a bold image style. Home-Start stands out in its sector for its services and passion. Now its image does so too.



020 7336 1388
think@thiswayup.co.uk
www.thiswayup.co.uk

Think UP THIS WAY