



Brand Identity: LTCS

The Landfill Tax Credit Scheme (LTCS) was designed to help mitigate the effects of landfill upon local communities. It encourages partnerships between landfill operators, their local communities and the voluntary and public sectors.

Challenge:

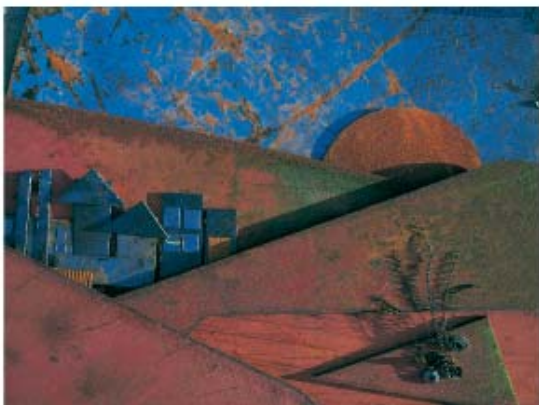
We were asked to create a brand identity for LTCS that clearly differentiated them from their regulator ENTRUST.

Solution:

We had already worked alongside ENTRUST so we had the benefit of proven experience to enable us to develop an appropriate identity for LTCS that clearly differentiated the scheme from ENTRUST.

We created the image of leaves to resemble a recycling logo that visually communicates the concept of re-investing money collected from taxes of waste producers into environmental projects.

Our work:



Client benefits:

- Creation of a strong identifiable mark that clearly reflects the scheme and its objectives fully
- Production of detailed guidelines for a range of communication materials, ensuring consistent application and clarity of messaging
- The execution of a series of carefully planned communications to raise the profile of the scheme amongst key stakeholders

Testimonial:

"The Forepoint team have been a pleasure to work with. We are very pleased with our new brand identity and literature alike. We look forward to working with them on future projects."

ENTRUST

Contact us:

For more information about our brand identity work and other areas of communication expertise, don't hesitate to get in touch:

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