



Brand Identity: One Central Park

One Central Park is an ICT based urban business park designed to contribute to the regeneration of East Manchester by becoming a source of long term high value employment for local people.

Challenge:

One Central Park, aptly referred to as a 'Knowledge Mill', is a joint venture between Manchester's four universities, MANCAT, Manchester Science Park and the Government and is pivotal to the regeneration of East Manchester. We won the pitch to create a brand and raise the profile of the venture, which offers education, training and business development opportunities with the objective of converting the knowledge of today into tomorrow's products and services.

Solution:

The resulting brand is a bold and flexible solution that meets short and long-term business goals. Development and implementation of the brand identity was supported by a comprehensive communications strategy and website built using our Content Management System. The brand has been successfully applied across a wide range of communications materials including stationery, literature and advertising. Brand guidelines ensure the correct use and longevity of the solution.

Our work:



Client benefits:

- A strong brand image for One Central Park that unified the five institutional partners in the initiative
- A brand that has developed positive recognition for its strong and consistent image
- A brand that has helped to attract high levels of occupancy since its opening and provided a focus for the economic regeneration of the local area

Testimonial:

"Forepoint were engaged initially to develop a brand image for One Central Park. This they did with great success. Their approach has worked wonderfully well for us providing us with a highly portable brand image, as effective in print as on the web. It's magic."

One Central Park

Contact us:

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

info@forepoint.co.uk

www.forepoint.co.uk