

A CASE STUDY

OF SERVICES PROVIDED TO THE LIGHTBOX BY ROUND AND RED CREATIVE



THE CLIENT

The Lightbox began in 1993 when 70 local people got together to try to create a gallery and museum for Woking. Over the years the idea grew in size, ambition and support, with over £7 million raised to complete the project

Two spacious galleries host a huge range of exhibitions, changing monthly. These include contemporary art from local and nationally famous artists, and loans from major museums and galleries in the UK and overseas. The building is also home to Woking's Story, an interactive museum of the town's history from the 19th Century to the present day. Here you can listen to people's memories of life in Woking and watch historic films

“Round and Red worked with us to develop a logo which was initially designed by one of the participants. They also adapted one of the artworks produced to complement the logo and enable us to use it as a lead image for the exhibition. We were pleased to be supplied with a variety of options during the initial logo design stage and Round and Red went above and beyond by showing us how the concepts would work on various marketing material including flyers, pop up banners and posters”

Becky Bristow
Marketing Manager

THEIR PROBLEM

- The Lightbox needed to brand their exhibition 'Ways of Seeing'. The exhibition is the culmination of a revolutionary two-year project which has seen The Lightbox worked with mental health service users to help them curate their own exhibition, and produce artistic responses to pieces from The Ingram Collection. A major collection of 20th Century British Art featuring Henry Moore and Elisabeth Frink among others.

OUR SOLUTION

- To develop an engaging brand which successfully incorporated a concept designed by one of the participants and complemented the Lightbox branding. As well as delivering a strong identity for the exhibition we took this identity and introduced some contemporary branding elements that could be used throughout the exhibition and the collateral.

WAYS OF SEEING

The Lightbox



abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy

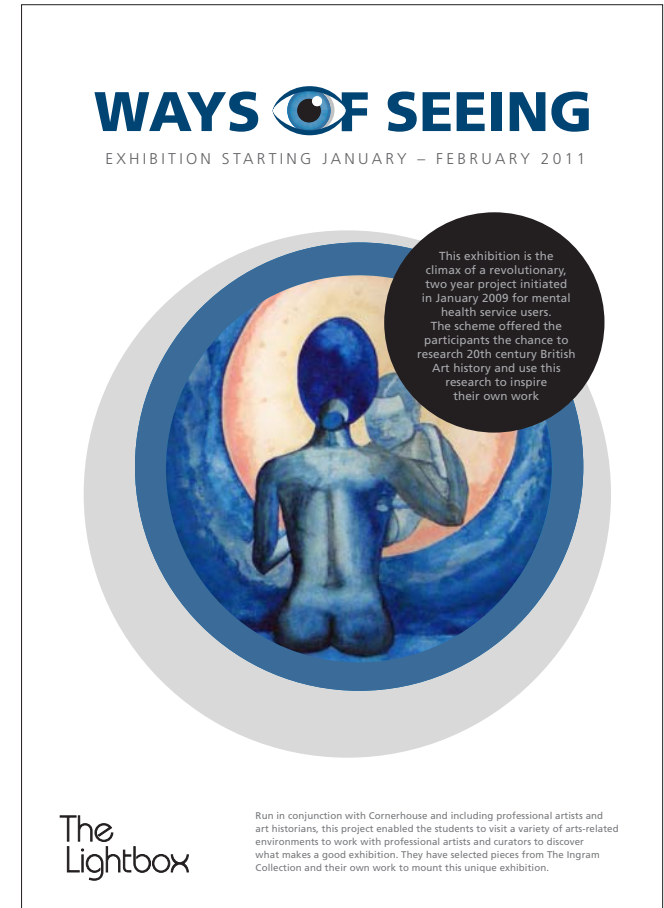
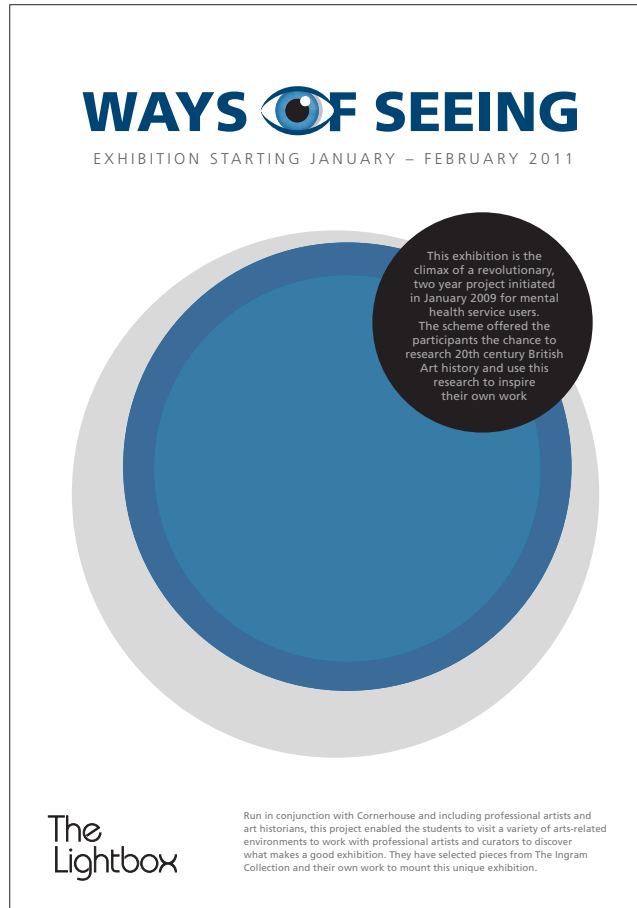
Frutiger

BRAND DEVELOPMENT

Armed with a concise brief, images of participant art work and logo concepts, we got to work. It was important that this brand had a strong clear visual message and that colours and fonts were carefully selected to harmonise with the Lightbox branding. We worked through various options and were pleased the Lightbox selected our personal favourite! The decision to use a contemporary sans serif font was a strategic choice as we need a font that would blend in with the 'eye' icon. We selected a blue and grey colour palette to harmonise with one of the participant's paintings.

MARKETING LITERATURE

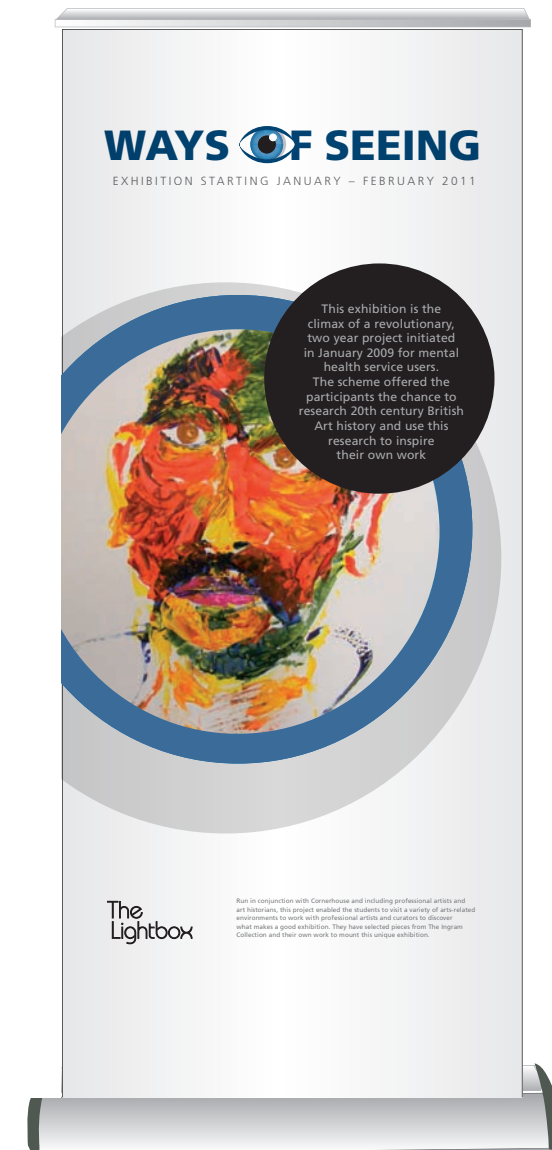
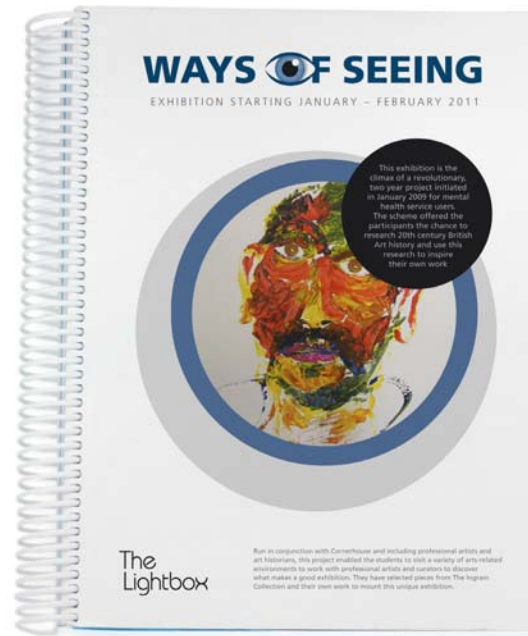
We took this identity a stage further and deconstructed the eye to use as branding elements for marketing collateral.



EVENT LITERATURE

MARKETING LITERATURE

As part of the proposal Round and Red suggested additional literature to help market the exhibition. A simple banner stand was proposed for the gallery foyer to present the exhibition to ad hoc visitors. A sketchpad was also suggested for an upsell item in the giftshop.



DELIVER

The selected logo and branding elements were applied to a leaflet and banners designs advertising the exhibition. Reproprint were used for the printing of the leaflets of the banners. The Lightbox were very impressed by the speed, quality, value and delivery of the service they received.

“Round and Red went above and beyond by showing us how the concepts would work on various marketing material”
Becky Bristow, Marketing Manager





CONSULT . CREATE . DELIVER

www.roundandred.com