



THINKFARM Roundhouse

CASE STUDY

Brand Identity and Strategy

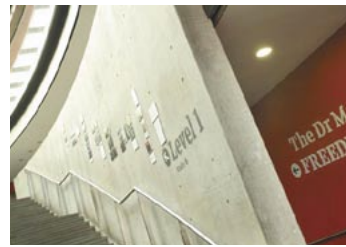
One of the UK's legendary venues was being relaunched after a passionate management team had raised the funds to rebuild it.

Describing the Roundhouse and its unique role in the London art scene was the challenge given to Thinkfarm.

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Thinkfarm had helped with the fund raising campaign and then worked to position the venue in a competitive marketplace.

1. ROUNDHOUSE



2.



3.

Background

The Roundhouse in Chalk Farm, North London has staged many legendary moments with many of the world's greatest names in music and the performing arts. Having fallen into disrepair, Torquil Norman recognised that The Roundhouse still had enormous value as a performance space and as a centre where young people can develop their creativity. Thinkfarm worked with Torquil in his team from the late 90's creating an identity and material in support of the campaign to raise funds to 'Rebuild The Roundhouse'. When sufficient funds were raised, a clear brand position, identity and language to market the rebuilt facility was required.

4.



Brief

Thinkfarm were asked to work with the Roundhouse Team to develop a brand position, new identity system, brand book and communications templates that could be used in throughout the building and communications programme.

5.



The identity system supports the brand everywhere it has to work.



6.



Our Response

Brand positioning

With the Roundhouse management team, we interrogated the business and cultural objectives for the venture and developed a brand map summarising the values of the organisation, attributes of what it provides its audiences and the character of the brand. And at the centre of all of this, the core offer of the Roundhouse to its customers.

Communications architecture

Having agreed the brand map, Thinkfarm wrote descriptors expressing all the brand values within an information architecture upon which further copy could be developed. Together, the brand map and the information architecture informed the brief to Thinkfarm's creative team who developed the identity system, and a strap line that encapsulated the essence of the brand.

Brand identity

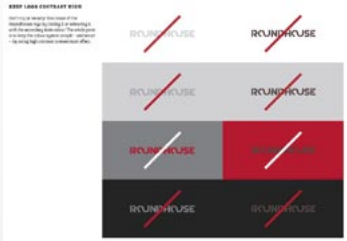
The identity system has proved extremely versatile and has been implemented throughout the entire enterprise from principal and way-finding signage to labelling of 'own brand' beverages. But most importantly, the identity system is very clearly articulated in the Brand Book and ensures that business partners such as tour promoters use it correctly and consistently.

The brand mark is bold and confident in order to stand out and has a graphic device that depicts the non linear nature of creative exploration. The device can also be deconstructed and used in various ways according to the media and material on which it is reproduced. It also lends itself well to animation. The colour palette is also bold and simple and has worked well throughout the building as well as in communications material.

Brand Book

The brand positioning, information architecture and identity system were then fully documented within a Brand Book that also comprised examples of designs and layouts of signage, advertising, brochures etc. This enables The Roundhouse team to manage their brand consistently, working with the many different partners and organisations that are involved in their multifunctional entertainment and education venue.

- 1. The Roundhouse logotype.
- 2. Interior signage.
- 3. Exterior signage.
- 4. Interior signage.
- 5. Staff uniform.
- 6. View from level 2.
- 7. Brand guidelines.



7.

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