
British Waterways

Strategy, branding, web site, marketing communications and brand guidelines



“Honey’s strategic thinking and creative approach has delivered significant improvements to the business.”

Nicky Ross - Design Manager, British Waterways

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The Opportunity

British Waterways manage the canals of GB, playing a vital part in the regeneration of cities and green space and in the preservation of a key part of the UK's history.

The brief

- Develop a brand identity that connects with broad target audience
- Deliver guidelines that we can use to manage the brand internally in the future
- Website design and build
- Support us in the design of key materials: exhibitions stands, annual reports, communication materials and local advertising campaigns.

Our approach - Commercial intelligence

British Waterways was a business moving from government funding to a self-sustaining model. Our proposal focused as much on business structure and strategy as creative expression. And our skill set at Honey meant we were uniquely positioned to help. Our commercial understanding meant we could support British Waterways in developing a sustainable growth strategy based on destination marketing.

We then worked with our client to deliver a brand architecture that recognized different external target audiences and product offerings. This resulted in an internal restructure of their business and the setting of clear departmental roles and goals.

Bold simple design

Our brand identity took its cues from the heritage of the canal side, utilising the typography of old waterway signs and a design device reminiscent of the watermark gauges that appear at the waterside. We injected energy with a bold primary palette and a photo library that captured the company's assets in use and used this to differentiate materials across key business areas.

And watertight guidelines

We understood the need to develop a system that could be managed simply. We developed the ultimate toolkit to support future initiatives, from instructions on how to undertake way-finding audits on site to simple templates for local advertising; our ambition was to make our guidelines the guardians of the brand.

Results

- National brand consistency
- NPD utilizing existing British Waterway assets as part of destination strategy
- And the bit we are most proud of, 8 years on, we remain their partner of choice for brand identity evolution and ongoing communication needs.



To find out more about Honey,

Contact us on +44 207 354 4150, honey-creative.co.uk

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