

Graduates Yorkshire

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



“From day one Honey have proven to be an organisation who go the extra mile to understand the context, and industry in which we operate.”

Martin Edmondson - Graduates Yorkshire CEO

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The Opportunity

To work with a business that was fundamentally changing its business model. Moving from a multi strand publicly funded project to a commercially viable and sustainable business. Honey won a 3-way pitch to create an identity and undertake strategic positioning.

Our Approach

Working closely with the client we helped develop the business and marketing strategy. With these in place we were able to create a unique and flexible identity that reflects the business. The new identity allows Graduates Yorkshire to communicate to a wide range of different audiences.

The Results

A distinctive new identity based on the shape of the region, with dots representing graduates and businesses being drawn together. The fresh new branding has been rolled out across all marketing communications, including corporate literature, e-commerce web site, exhibition material, direct mail and advertising.



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