

**INGENIOUS**

**PROMETH3US**  
EXECUTIVE LEADERSHIP FOR THE  
RD SECTOR

**MANCHESTER**  
1824  
The University of Manchester  
Manchester Business School

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EXECUTIVE LEADERSHIP FOR THE  
RD SECTOR

**CASE STUDIES 07**

**HELLO FROM INGENIOUS CREATIVE...**  
**Our seventh case study document showcases a new identity created for long standing client Manchester Business School. Prometheus is a new initiative in which the School offers support and advice to Third Sector businesses.**

# MANCHESTER BUSINESS SCHOOL: PROMETHEUS BRAND IDENTITY

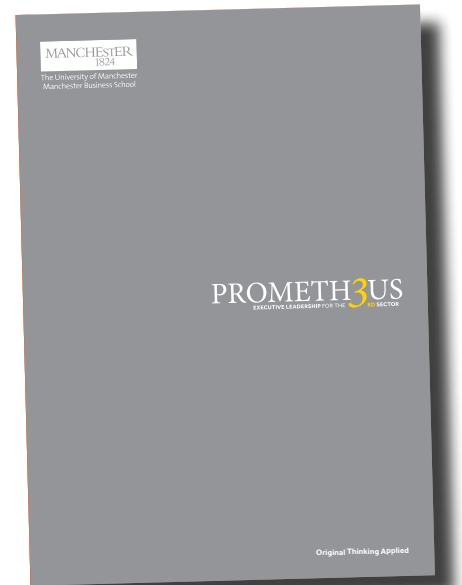
## Client Profile...

MBS is home to the UK's leading centre for business research. Working with original thinkers from business and management, entrepreneurial and philanthropic spheres, MBS redefines business education to meet the challenges of a fast-evolving global landscape.

## What We Did...

Of the three initial variants presented, the chosen identity tied in both the name of the conference and it's third sector status. A range of colour ways allowed it to be rolled out across a range

of different collateral, both digital and printed, such as invitations, exhibition stands, conference booklets and delegate packs.



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Welcom

I'm delighted  
School and on  
the 3rd-Sect

As part of our  
responsibility to  
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# PROMETH3US

EXECUTIVE LEADERSHIP FOR THE 3RD SECTOR

Original Thinking Applied

For nearly 200 years the  
of Manchester's liberal traditions  
have driven excellence in knowledge  
creation and the application of that  
knowledge to the benefit of wider  
society.

an opport  
better lead and guide  
of the economy into the future  
Today's event is the beginning



**INGENIOUS**

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RD SECTOR

**WE HOPE YOU LIKED LOOKING AT OUR WORK...**

**We'd love to talk to you about what we  
could do for you and your brand.**

**In the meantime, you can find us here...**

**T 01625 410228**

**E [info@ingeniouscreative.com](mailto:info@ingeniouscreative.com)**

**You can also follow us on  
[twitter@ingeniouscre8iv](https://twitter.com/ingeniouscre8iv)**

**VISIT OUR SITE**

