

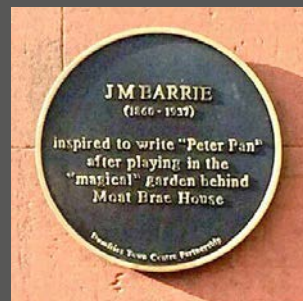
INGENIOUS

CASE STUDY 16

THE PETER PAN MOAT BRAE TRUST
BRAND DEVELOPMENT

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ABOUT THE CLIENT...



Moat Brae house (bottom) is located in the picturesque town of Dumfries on the river Nith (below) and was the inspiration for JM Barrie's 'Peter Pan' (opposite).



MOAT BRAE WAS DESIGNED BY LOCAL ARCHITECT WALTER NEWALL IN 1823 FOR LOCAL SOLICITOR ROBERT THRESHIE.

At one time it was known as 'Number One Dumfries' and has long been a significant property in the town. The house and gardens were also credited by J.M. Barrie as inspiration for his legendary story, 'Peter Pan'.

The Peter Pan Moat Brae Trust are now restoring the structure and fabric of the Georgian building, securing its future as a major asset for the local community, whilst establishing a national centre that will celebrate children's literature and storytelling across all time and all cultures. The trust also intend to reinvent the garden as J.M. Barrie's Neverland, his 'enchanted land' where the playing of childhood games so inspired him.

Learning and inspiration is at the heart of this innovative project that will make a very real contribution to the economic and social regeneration of Dumfries.

Moat Brae will once again inspire a new generation of children and young people, attracting visitors from across the world.



THE STARTING POINT...

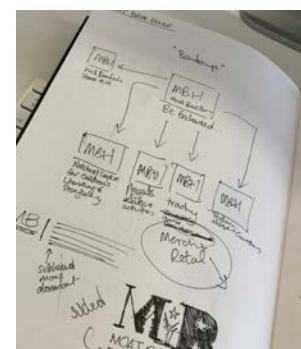


INGENIOUS WERE ASKED TO PITCH SOME INITIAL CONCEPTS FOR THE MOAT BRAE BRAND IDENTITY BY THE DIRECTOR OF THE TRUST, WITH WHOM WE'VE WORKED PREVIOUSLY AT MACCLEFIELD MUSEUMS.

For us, it's wonderful to be asked to work with an existing client when they change roles, as apart from the opportunity to work on a new project, the trust and confidence placed in the agency is particularly gratifying. Needless to say, we were particularly keen to repay that trust by delivering a creative solution that met the brief.

Speaking of which, we were given a very comprehensive initial brief, that not only outlined the background behind the Trust and the aims of the project, but also the various 'offers' the house would be delivering - including retail, events, venue hire and so on.

Therefore, we came at our initial work very much from a strategic perspective - what offers do we have? what brands do we need? what do they need to communicate, and to whom? These questions to ourselves helped us shape the Moat Brae 'brandscape' - creating a structure and a framework that would grow and develop with the client, rather than becoming a restrictive, needlessly multilayered piece of work in which future evolution would prove difficult.



Our initial creative concepts were conceived prior to our trip 'across the border' for a site visit and client meeting.

DEVELOPING THE BRAND...



Having defined what we wanted to communicate, we worked up a range of initial creative routes for the client to consider. Given we had such a strong narrative in the whole 'Peter Pan' story, it would have been very easy to let this dominate the entire creative, which given the importance of the other offers within Moat Brae, would have been a creative opportunity missed.

The preferred route, featuring bold, contemporary type split by a series of bespoke illustrations, was quickly identified by the client team. In close consultation we

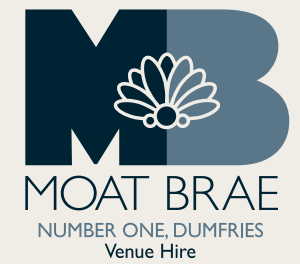
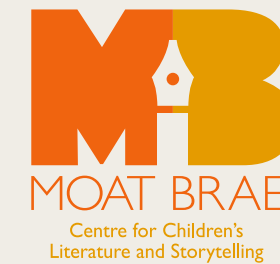
reached approval on the core Moat Brae brand and a sub-brands for three key offers, all of which will take a turn 'centre stage' when the situation demands.

We then turned our attention to building a toolkit of assets and finalising the brand guidelines. Within this document we have included a range of recommended colour options and guidance on how the brands can also employ texture, photography and work in motion, further communicating the diversity and confirming the flexibility of the brand as a whole.

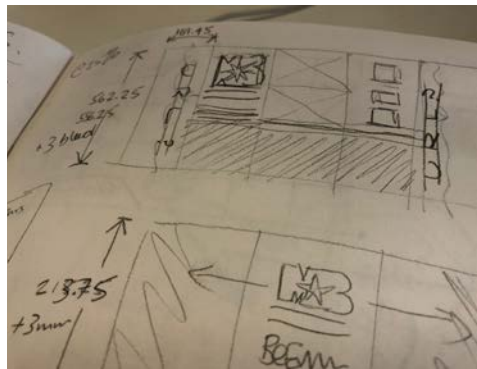
Our core brand carries the 'Be Enchanted' strapline and an inspirational star icon.

Our three sub-brands all communicate different offers, denoted by a colour and illustration change along with an alternative strapline.

The venue hire brand illustration was inspired by architectural details spotted in the house during our site visit.



INITIAL COLLATERAL ROLLOUT...



HAVING DELIVERED THE FULL SUITE OF BRAND ASSETS AND GUIDELINES, OUR ATTENTION TURNED TO INITIAL COLLATERAL ROLLOUT, JUST IN TIME FOR "VISIT SCOTLAND EXPO" IN APRIL 2018.

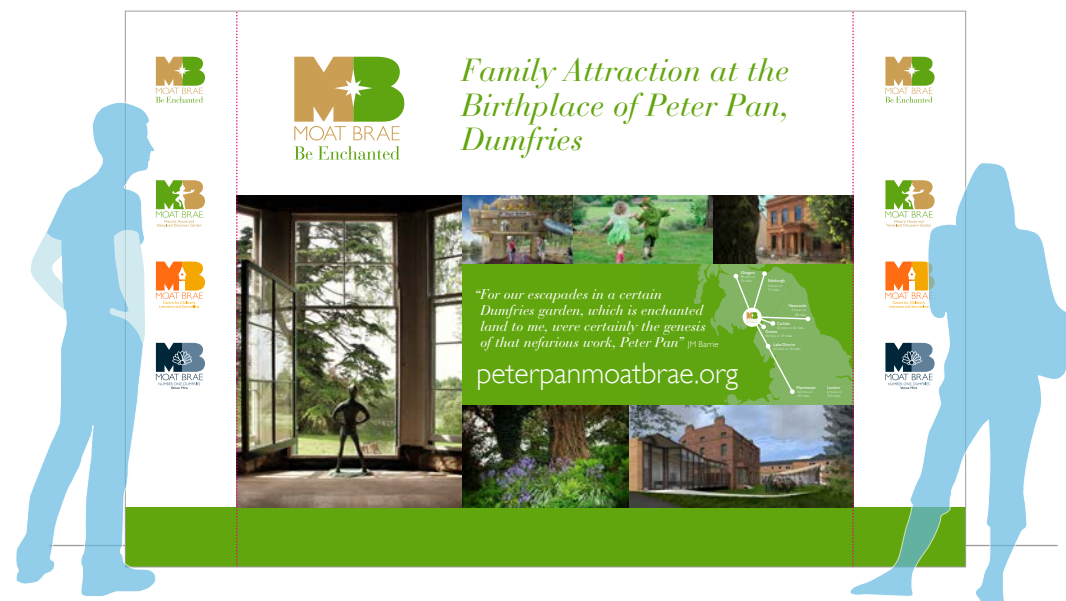
The Expo represented a wonderful opportunity for the Trust to tell the Moat Brae story to the wider world, and signpost what is to come from Moat Brae.

As a predominantly B2B event, our stand and printed literature focussed on key information such as drive distances / times to Dumfries from major Cities, plus we included some wonderful architectural renderings of how the house and gardens will look on completion when the House opens to the public in 2019.

Again, we delivered a range of potential creative routes, all adhering to our newly written brand guidelines (important to practice what we preach!) which were quickly signed off and put into production to meet the looming deadline for the Expo. We also worked up a new suite of corporate stationery for the Trust to use going forward.



Our initial pieces of work included a modular exhibition stand and a piece of printed collateral.



WHAT THEY SAID...

"It was fantastic that Ingenious understood the brief so clearly and quickly, given the tight timescales involved."

"The brand is flexible and versatile, allowing us to evolve the look project by project. It works well on all kinds of media; from a large-scale exhibition stand to a business card."

"It's great that we can always rely on Ingenious to come up with imaginative and creative proposals which fit the brief and respond to the clients' expectations."

PETER PAN MOAT BRAE TRUST

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