

We are...

Creative Media

We are... branding

January 2020

Client: The Exchange

The brief

To support on The Exchange building site to reinforce expected behaviours and outcomes. Here, we had to update the client-created brief with a new design.

Our response

A sleek and simple poster with a clear message.

Success

Showed the value that Creative Media can add in 2.5 hours. Look and feel is now a key part of the interim Exchange materials.

The original client brief poster is a grid-based document. At the top, it features the University of Birmingham logo on the left and the GallifordTry logo on the right. The title is 'The Four Pillars of The Exchange'. Below the title, there are two rows of text: 'Success Factors: Co-operation, Delighted client, Proud public' and 'Challenges: Site access, Understanding the brief, Heritage and conservation'. The main body is divided into four colored boxes: 'INNOVATION' (orange), 'COLLABORATION' (green), 'BUSINESS INFORMATION MODELLING' (blue), and 'COMMUNITY' (yellow). Each box contains a 'We will...' section with bullet points. A central image shows the building facade with the words 'Innovation', 'Collaboration', 'BIM', and 'Community' overlaid on it.



The updated poster is a clean, modern infographic. At the top, it features the University of Birmingham logo on the left and the GallifordTry logo on the right. The title is 'THE FOUR PILLARS OF THE EXCHANGE'. The central graphic is a classical building facade with four pillars. Below the facade, there are four circular icons representing the pillars: a lightbulb for 'INNOVATION', a handshake for 'COLLABORATION', a building for 'BUSINESS INFORMATION MODELLING', and a group of people for 'COMMUNITY'. Each icon is connected to a box containing a 'We will...' section with bullet points. The background is a light blue gradient.