

Learning Resources International (LRI) is one of the UK's leading independent learning and knowledge solutions providers. The brief from LRI was to devise a complete corporate re-brand.

Although reasonably well known in a fledgling industry, Directors at LRI felt that they were perceived as a small player when compared to rivals who had internal marketing departments. The LRI brand as it was, was seen as a barrier to gaining more lucrative blue chip accounts.

We responded by designing an identity and marketing campaign that clearly communicated LRI's philosophy and services. Choosing colours with vitality to mirror LRI's energetic vision with templates and guidelines for all of LRI's communications, creating a consistently strong and focussed feel.

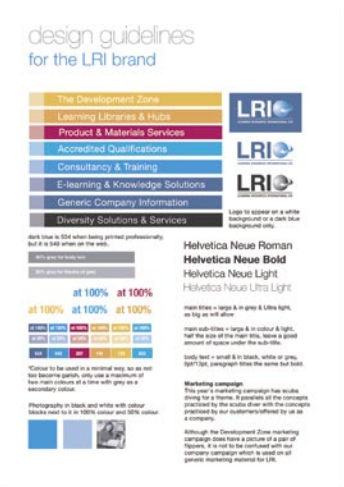
The complete rebranding involved the creation of a logo, website and brand manual, containing a complete set of templates and guidelines for use of: case studies, catalogues, colour, exhibition materials, flyers, forms, HTML emails, imagery, leaflets, letters, online advertising, postcards, PowerPoint presentations, typeface, recruitment advertising, reports, signage, stationary, and the a guide to written communications.



Corporate Website



Informational Flyer



Simple Brand Guidelines



Postcards