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Draft 1

Press Release

MARK-MAKING DESIGN CREATES HOLISTIC BRANDING FOR REDCLIFFE COLLEGE

Oxfordshire-based graphic design company, Mark-making, has successfully created a new brand identity for Redcliffe College, a mission training education centre that provides teaching and learning facilities from short courses to BA and Masters degrees. The logo at the heart of the new identity is composed of three leaves arranged to form a globe shape representative of “mission”. The leaf shape originates from the London Plane tree, a focal point of the Gloucester-based college’s grounds. The three different colour leaves symbolise Redcliffe's holistic approach to mission training – “knowing, being, doing”. The colour palette was also selected because red, green and blue (RGB) are used to create the entire colour spectrum, and this represents Redcliffe's diverse cultural community. The “reportage” style photography used throughout the literature further supports the life, vibrancy and community-feel of Redcliffe College. The new identity has been implemented across all of Redcliffe’s marketing applications including: stationery; corporate and recruitment literature; website; and exhibition equipment.

Esther Vaughan, Redcliffe College’s communications manager said: “Research among our students showed that the college identity and literature did not fully represent the college or appeal to our target market. Mark-making won the contract by competitive pitch and worked hard to create an identity that truly reflected the findings from this research. It was good to have fresh eyes to the project and a clear focus on creating solutions that matched the brief, not our own personal likes or dislikes. The Mark-making team were very thoughtful and thorough in their work. Each design was carefully thought through and their attention to detail and focus on the original brief was greatly appreciated. It was reassuring to work with a team who cared as much about the finished product as we did.

“The feedback from the new literature has been exceptionally positive from all of the college constituencies (former students, prospective students, supporters, mission agencies). In terms of targets, people who had originally decided not to come to the

college have registered fresh interest. The number of enquirers to the college has doubled (the new website has also contributed to this) and we are hoping for increased applications - although it is too early to assess this. The Governing body are delighted with the results of the project. It has also produced a new sense of excitement amongst the current student body who feel that the literature positively reflects their college.”

Websites

www.redcliffe.org

www.mark-making.com

Ends

Note to Editors – Redcliffe College

Redcliffe College is a Mission Training College, preparing people for Christian service in the UK and overseas. It was set up over 100 years ago as a women’s mission training college and since this time has grown into the dynamic college for men and women that it is today. Redcliffe College is a vibrant community of students representing all ages and many nationalities. Mission training is at the heart of Redcliffe, both for the UK and internationally, and this is reflected in the courses, placements and ethos of the college. The community is alive with singles, married couples and families living, learning and worshipping together. Students stay for different lengths of time, from seven weeks right up to the three-year degree programme or one-year MA. For some this is their first experience of mission, for others it provides a break from their mission service, however all have a heart for mission. Lecturers at Redcliffe all have first hand experience of mission overseas and the college’s personal development programme helps students grow in understanding and in their relationship with God. Situated in the city of Gloucester, Redcliffe provides many opportunities for cross-cultural mission experience on placements. Students also try out their skills on seven-week block placements, which often take them to new places and experiences around the world. Redcliffe's former students are involved in Christian ministry in many countries. From working with the homeless in the UK to outreach to Muslims in the Middle East or teaching young people in Brazil, Redcliffe College equips its students for world-wide mission service.

Note to Editors on Mark-making Ltd

Mark-making has been established for ten years and is owned and managed by its directors, Steve Turner and Alastair Williams. Situated in Chipping Norton, Oxfordshire, Mark-making currently has 7 staff. Recent projects include identity work/campaigns for: Seiko; Rightmove.co.uk; The Mortgage Works/Portman Building Society; Leaderboard Golf; F Hinds Jewellers; The Stella Artois Tennis Championships.