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NATIONAL ENTERPRISE NETWORK
APPLIED COLOUR PSYCHOLOGY
CASE STUDY

NATIONAL ENTERPRISE NETWORK CASE STUDY

The brief

The National Enterprise Network is the membership body for those committed to the support and development of enterprise. They were previously known as the NFEA (National Federation of Enterprise Agencies) but due to the changing landscape of the enterprise sector and a diversification in membership organisations, it was felt a new opportunity had arisen to re-position the organisation. A name change and brand refresh was required to help reinforce this new status.



Original logo



Original palette
a non-harmonious mix of
warm and cold colours

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The approach

The process started with an analysis of the existing brand and associated colour palette. Through this we determined that the NFEA straddled two personality/colour groups (Group 3 and Group 4). We therefore had to pinpoint the primary group. This was done by way of a detailed client brief, discussion and the completion of our Branding Questionnaire by key staff members. We were then able to recommend that the new branding colour palette should be selected from Group 3.

These colours are warm, friendly, approachable, supportive, solid and trustworthy. They are particularly appropriate for the National Enterprise Network who want to demonstrate their heritage and integrity through the new identity.

The result



To create a unique mark we researched many avenues and presented four different logo designs. These used combinations of Group 3 colours with graphics and typography that reflected the Group 3 personality with a touch of Group 4, as elements of this personality group were still relevant. The hummingbird shown above is the chosen design.

The intention was to create an icon that is representational of many positive characteristics. The hummingbird is viewed as a symbol for optimism, accomplishing that which seems impossible. It represents incredible energy and fortitude.

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Palettes

The core palette consists of purple, red and light blue which, amongst other values, reflect the professional, vision, energy and communication characteristics of the organisation.

A secondary palette was selected to complement and harmonise with the core palette. These colours are used to enhance campaigns and distinguish communications. For instance, we introduced the Level 2 lilac on the 2011 National Enterprise Network Conference publicity material as the main supporting colour.



Core palette



Level 1 palette



Level 2 palette