

Powell Allen's maze-like identity for Transform Coaching

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Consultancy Powell Allen has created an identity for life-coaching charity Transform Coaching by designing a visual language which communicates transformation.



Transform Coaching identity

Transform Coaching is a commercial offshoot of charity Youth at Risk and connects disaffected young people with partner organisations including Birmingham Royal Ballet, Saracens Rugby Club and Freshfields law firm, to help the youngsters generate what it calls 'a new way of thinking.'

Powell Allen partner Christopher Allen says copywriter Harold Fletcher who was working with the charity, recommended the consultancy for the project.

Tasked with communicating transformation, Powell Allen has designed a T which Allen says shows a 'journey' and 'conveys courage' and responds to the idea that 'achievements aren't always easily gained, but persevere, and you'll reach new levels of performance.'

'The exit marker, signifies the individuals successful journey of transformation,' he adds.



Transform coaching direct mail

The visual system is extrapolated for a direct mail piece which uses bold type and messaging with an underline and the colour orange taken from the identity.

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