

# RHS Learning Centre Harlow Carr

A presentation to the RHS by Ideas  
Tuesday 4th December 2007







# Introduction

Ideas have been asked to create a Brand Identity for the new Learning Centre and Library at the RHS garden Harlow Carr.

The identity needs to appeal to prospective donors as well as potential users of the facility.

It needs to sit comfortably with the current RHS brand and work across all collateral.



# Background

The RHS is launching a capital appeal to raise the funds to building the Harlow Carr Learning centre and Library.

Currently the RHS's educational activity is severely limited due to the lack of facilities.

The Centre will be a 'learning space', advisory centre and reference resource, as well as being the hub for RHS educational outreach work across the North of England.

Competition for donations is extremely competitive. Securing funding from statutory sources trusts and individuals for capital projects such as this usually depend on the need, as well as the relevance and reach.



# Experience

Capital Appeal Campaigns we have worked on include:

- Great Ormond Street Hospital – £780m worldwide appeal
- The Scout Association – £22m worldwide appeal
- Reading Mental Health Resource Centre – £1m capital appeal
- National Deaf Children's Society (NDCS) – £3m capital campaign
- Multiple Sclerosis International Federation (MSIF) – £5m capital appeal
- Havens Hospices – £9million capital appeal
- The Children's Centre Project – £25m capital appeal
- Elmhurst Ballet School – £1m capital appeal for a new building
- Ealing Council – £4m capital campaign





# Objective

To position the Learning Centre in a way that motivates prospective donors to give and inspires prospective users.

To help position the RHS, Harlow Carr, horticulture and gardening as relevant to the local community and the current environmental and biodiversity issues we face.



# Key Audiences

The identity needs to appeal to a very broad range of people from eight year olds to octogenarians each with a different motivation to become involved with the Learning Centre.

## Initial audience

### Prospective donors to the capital appeal

- RHS members and donors
- Wealthy individuals who have a propensity donate to culture and education and have a passion for horticulture or gardens
- Visitors to Harlow Carr
- Charitable Trusts and Foundations
- Corporate sponsors

### Users of the Learning Centre and Library

- Teachers
- Parents of children that will use the centre
- Young people aged 8-18
- Members of the local community with a. interest in learning more about horticulture, gardening or the environment
- Amateur garden enthusiasts
- Visitors to Harlow Carr
- RHS Members





# Creating a Brand

The identity needs to be a powerful anchor for all the communication with the Learning centre. It needs to be a marque which reflects the character and essence of the building and the activities that take place within it.

Whilst Harlow Carr is a well known garden in the area we need to broaden the appeal of the learning centre beyond the traditional RHS audience and therefore we need to create a stand alone brand.

It is important that the branding works and is applied across all communication from appeal brochures and posters to signage and stickers.





# Insight

Whilst the RHS is highly relevant to many people's lives, the Learning Centre is likely to be used more by a younger audience and those people working with young people.

The current Learning Centre name does not appeal to the core user audience, therefore we are proposing a new name which will inspire both audiences whilst capturing the essence of the project and the building itself.

We appreciate that a major donor may wish to rename the centre but the names we propose will help highlight the benefit and appeal of the centre to prospective donors.



# Positioning

RHS Harlow Carr Learning Centre and Library is the leading educational centre in the North of England, committed to inspiring people to learn more about horticulture, gardening and the environment.



# The Green House

RHS Harlow Carr

# The Hot House

RHS Harlow Carr

# Greenscape

RHS Harlow Carr

# NurtureZone

RHS Harlow Carr

## The Name

The name is the foundation of what will become the brand.

From the moment of the appeal's announcement it becomes part of the 'language'. And with it, the strength to communicate the concept, the aspiration and a desire to see it realised.

Once opened, it then has to appeal to visitors of all ages.

A name that works across the audience, from the RHS staff to the supporters and finally to the children, parents and teachers.

And a name that sits comfortably within the RHS family, extending the present brand offerings.





# The logo

Like the name, the logo has to be as relevant to the appeal process as it will have to the diverse audience who will eventually be its 'customers'.

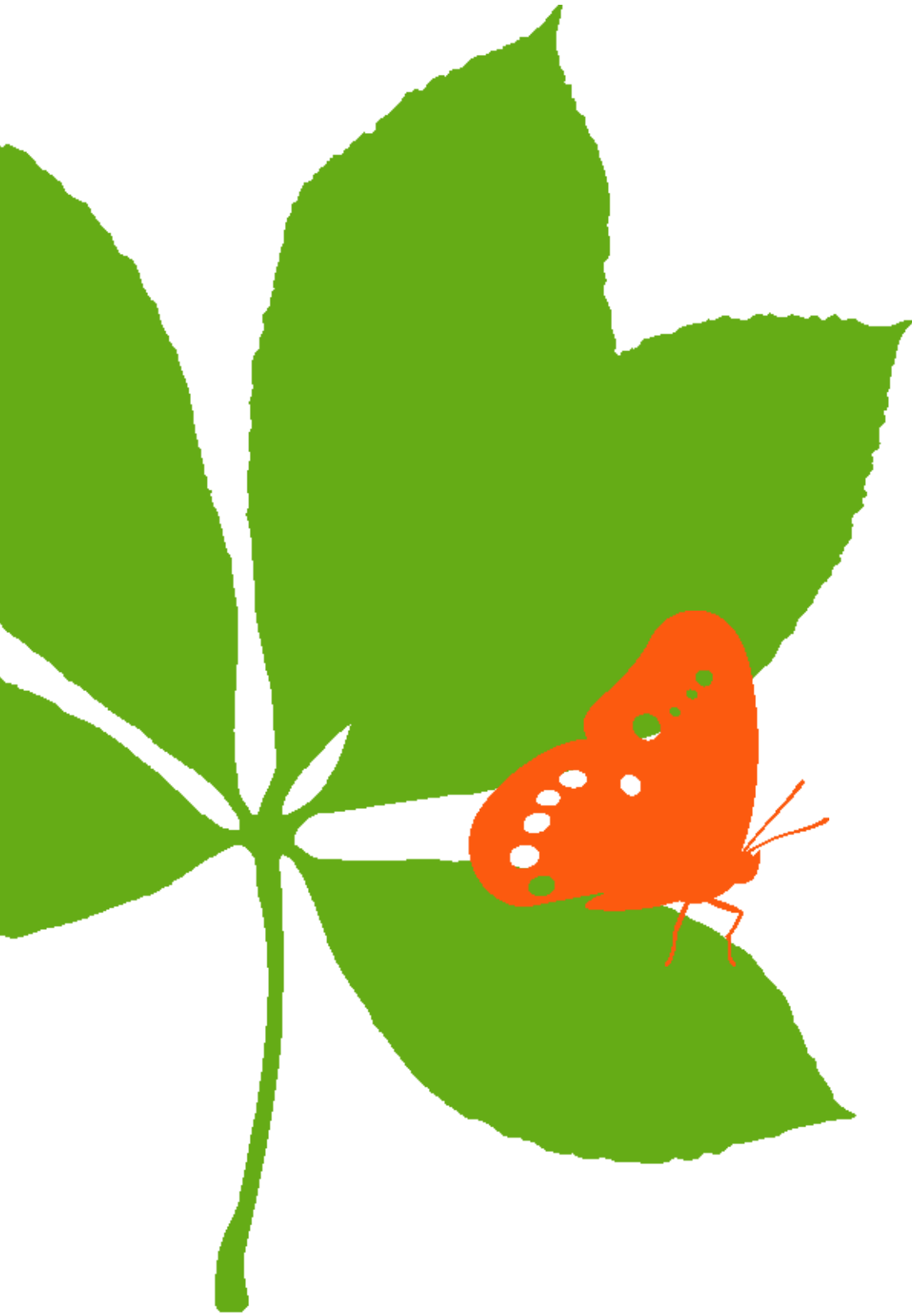
It has to be new – representing today's RHS. Not stuck in the mud but constantly evolving. Authoritative without being stuffy.

It has to have environmental credentials. Biodiversity and modern horticulture.

Ideally it should communicate an interactive element. This is hands on education.

It has to be RHS and sit alongside other RHS sub-brands like the Glasshouse.

Fresh, appealing, exciting – INSPIRATIONAL yet FUN.



# Route 1 Overview 'Silhouettes'

A range of forms that illustrate the biodiversity of the centre.

Simple enough to create a strong design language yet flexible enough across a wide number of items.

A very varied colour palate adds to its flexibility.



Route 1  
Logo marks



**The Green House**

RHS Harlow Carr



**The Green House**

RHS Harlow Carr



**The Green House**


RHS Harlow Carr





**The Green House**

RHS Harlow Carr





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Route 1  
Appeal poster  
and leaflet



  
**The Green House**  
RHS Harrow Carr

  
**The Green House**  
RHS Harrow Carr

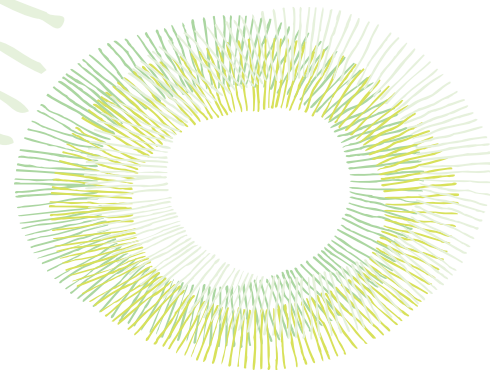
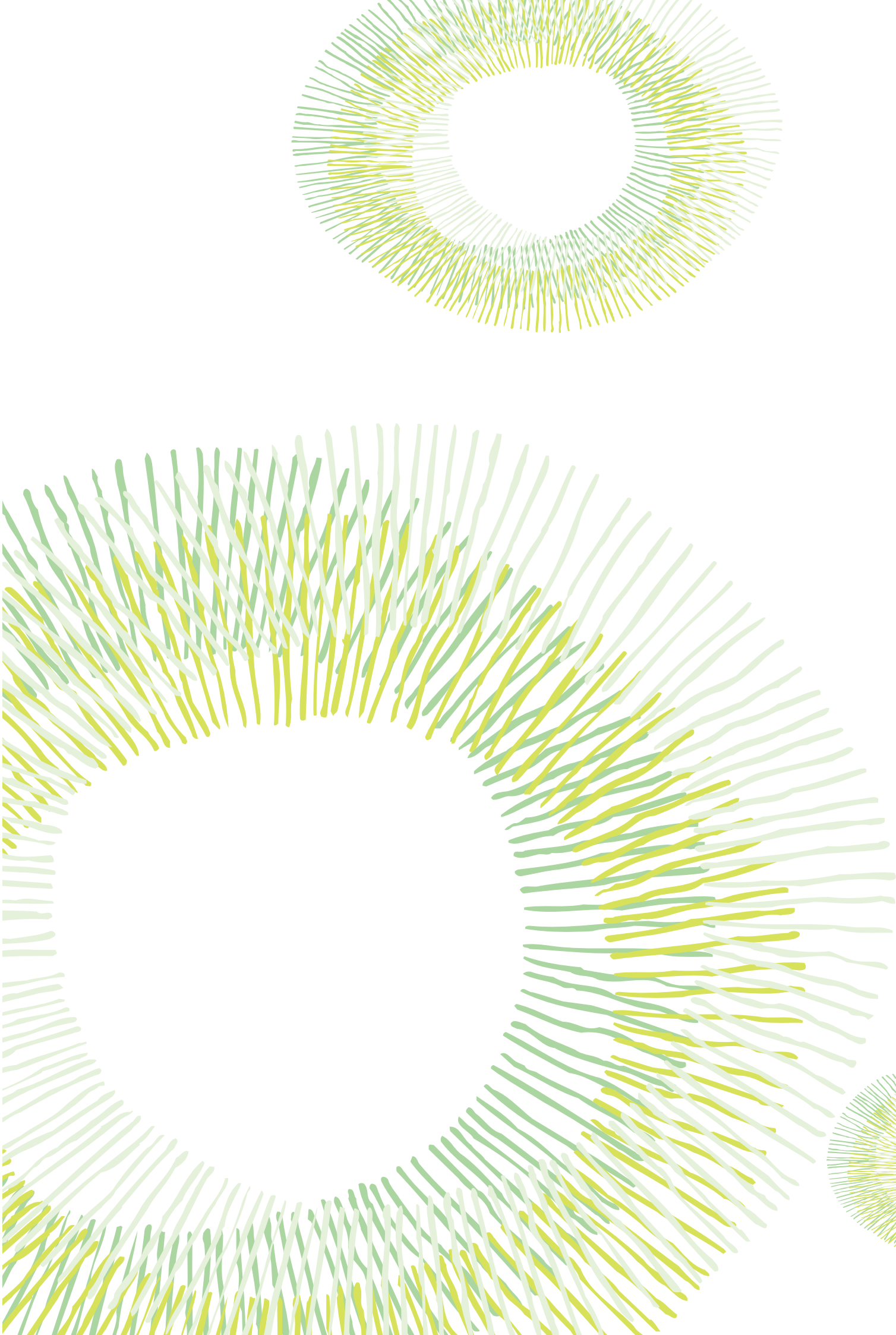


# Route 2 Overview 'Organic'

An abstract circle to represent a natural enclosure.

A dynamic yet simple icon that creates beautiful and striking patterns.

Constantly changing to suggest growth.

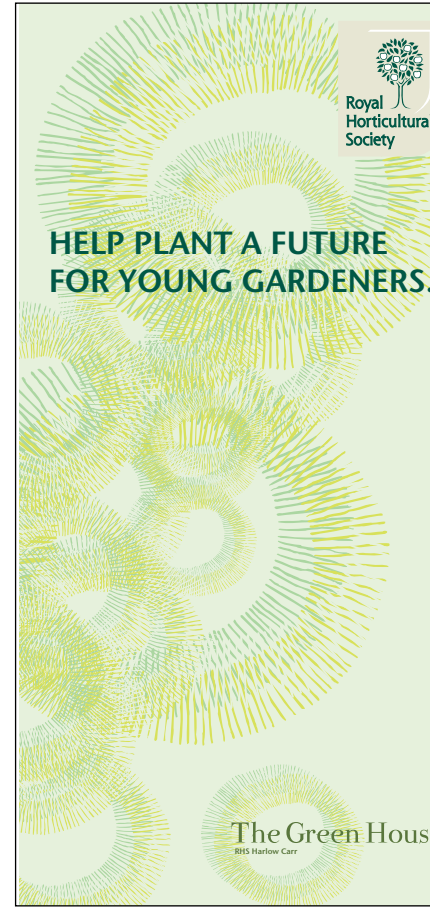
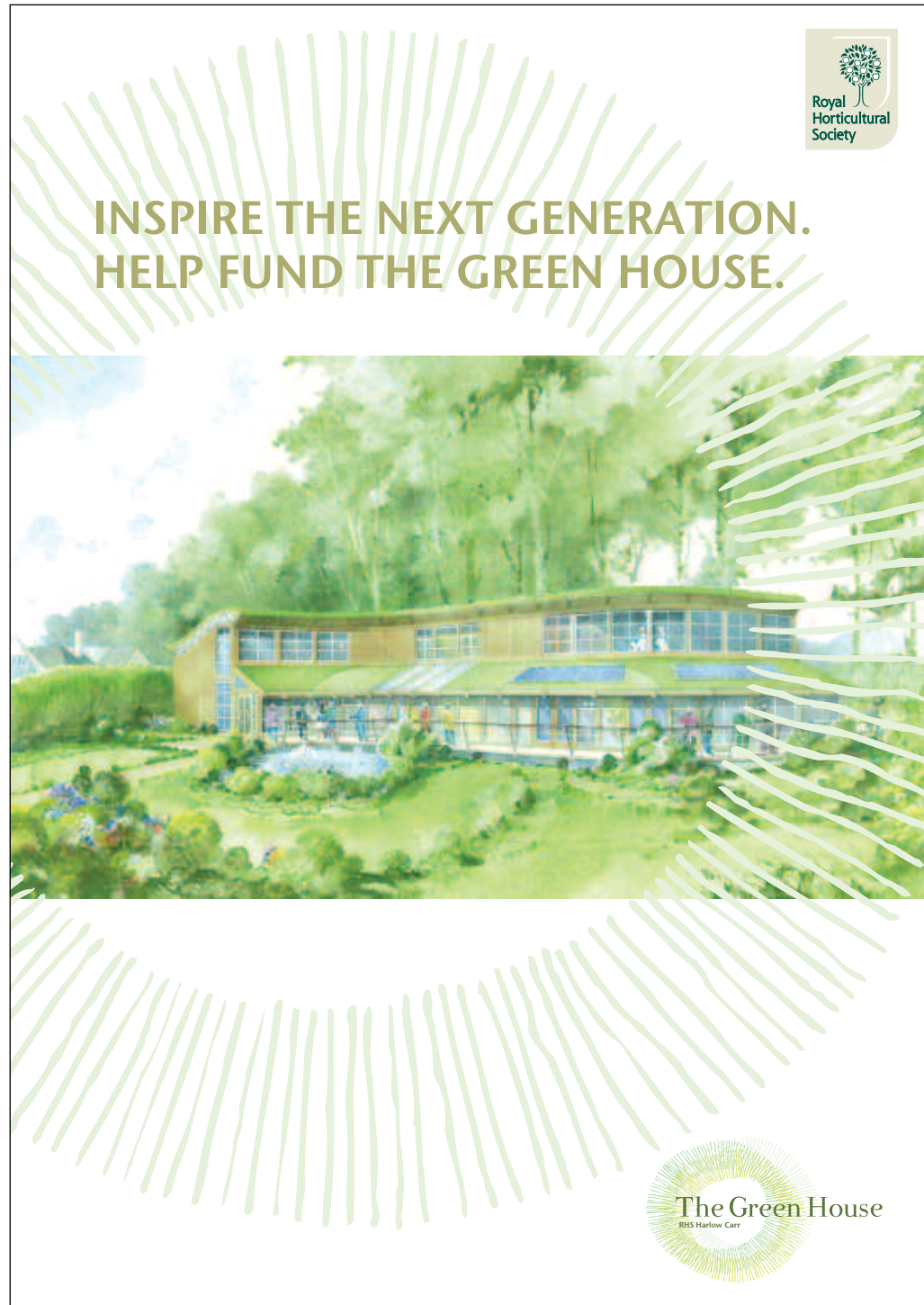






Route 2  
Logo





Route 2  
Appeal poster  
and leaflet







Route 3  
Logo



# Route 3 Overview 'Tree of life'

The constantly changing story of diversity.

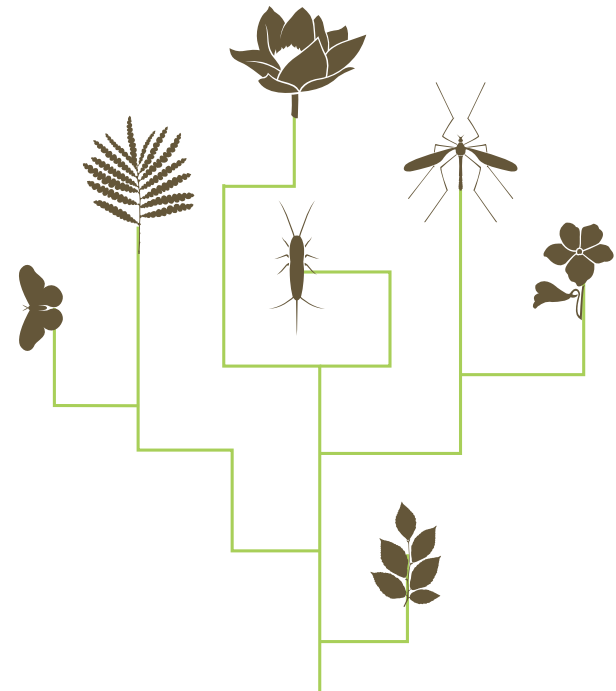
Timeless design that is as educational as it's fun. Connects all garden life back to the brand.

A pattern that will create a unique visual identity for the centre.



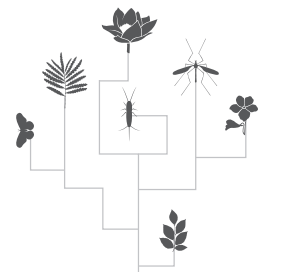


Route 3  
Logo



# The Green House

RHS Harlow Carr



The  
Green  
House

RHS Harlow Carr



INSPIRE THE NEXT GENERATION.  
HELP FUND THE GREEN HOUSE.



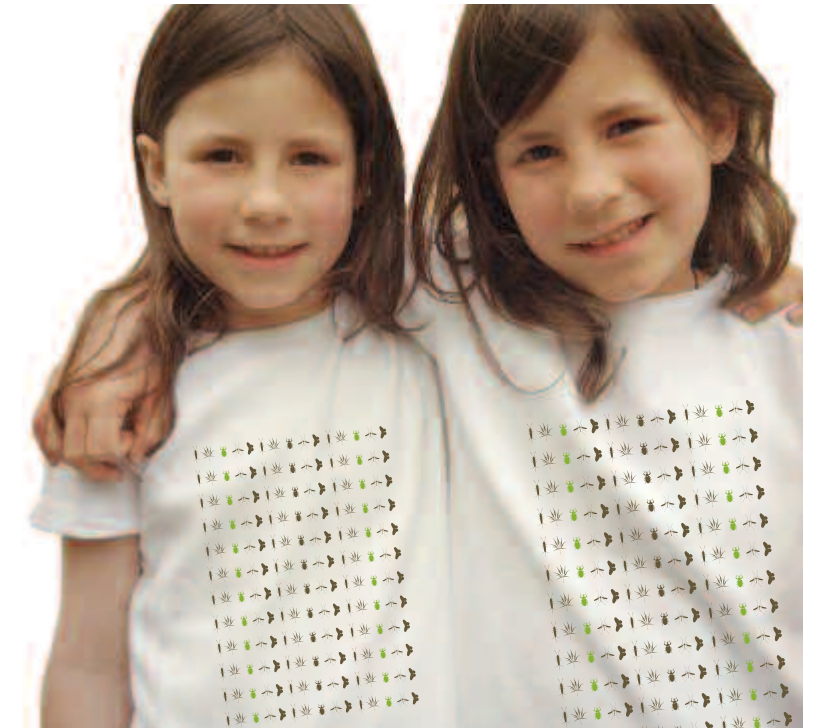
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FOR YOUNG GARDENERS.



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Route 3  
Appeal poster  
and leaflet





# Route 4 Overview 'Free thinking'

A loose colourful treatment that underlines fun side of biodiversity.

Very much a 'destination' approach and designed to be very flexible on anything from signage to merchandise.

The hand written font helps to make it less formal.





RHS Harlow Carr



RHS Harlow Carr



RHS Harlow Carr



RHS Harlow Carr



Route 4  
Logo marks



RHS Harlow Carr



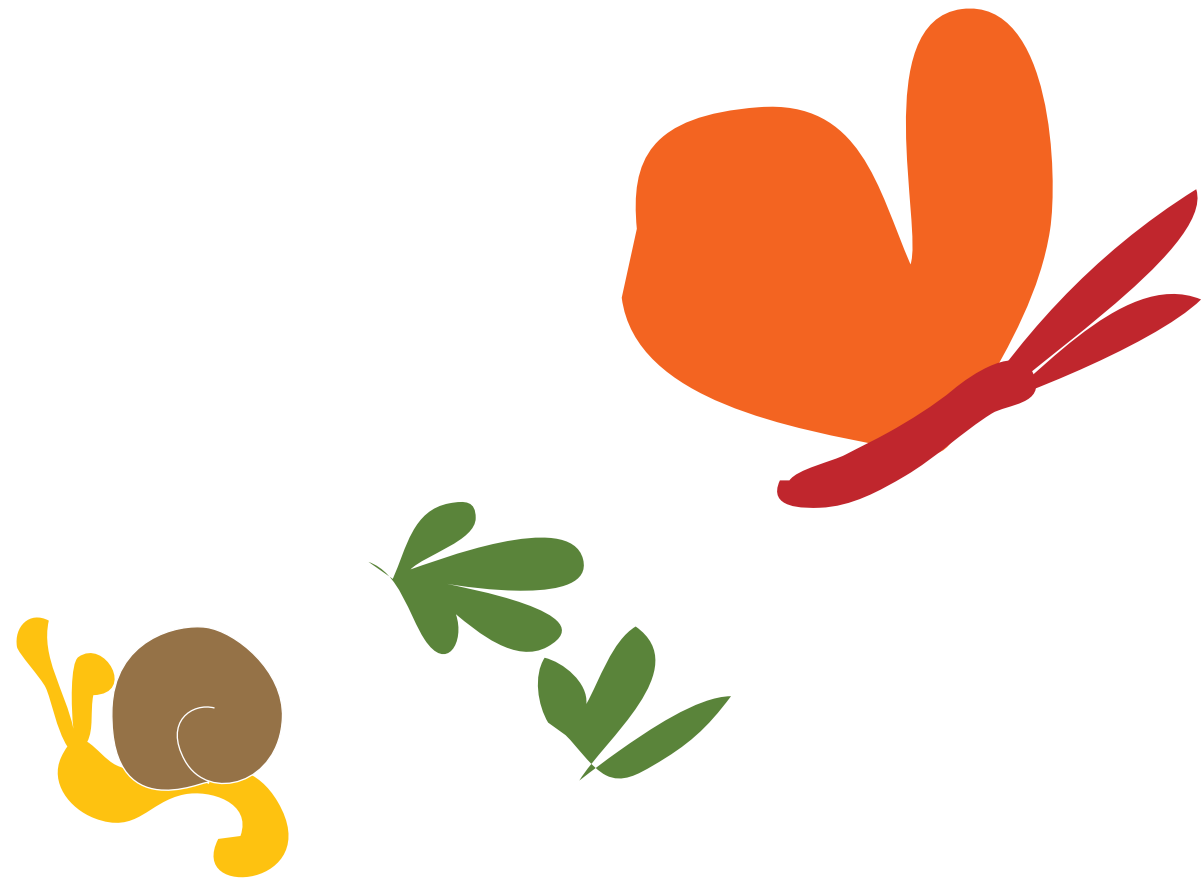






Visitor poster





# Route 5 Overview

'The fun house'

A simple block design that suggests a horticultural experience in a 'house'.

Colourful, flexible and fun.



RHS Harlow Carr



RHS Harlow Carr



RHS Harlow Carr



RHS Harlow Carr



RHS Harlow Carr



RHS Harlow Carr



RHS Harlow Carr





Royal Horticultural Society

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the HOT HOUSE**

**The HOT HOUSE**  
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**The HOT HOUSE**  
RHS Harlow Carr





# Route 6 Overview

'Hands on'

Childrens' muddy hand prints tell a simple graphic story.

A route that quickly demonstrates the interactive nature of the centre, is fun and doesn't take itself too seriously.

A style of logo that would balance well with the 'educational' messages of the centre.







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