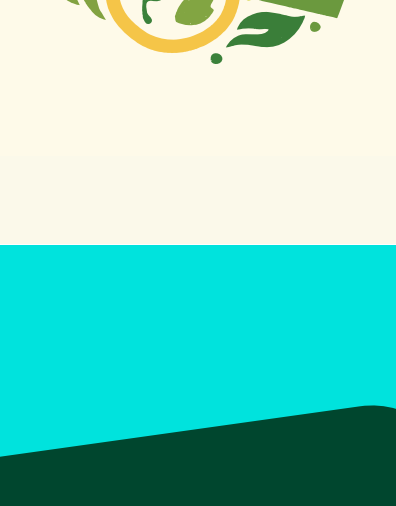




## Creativity case study

# How we created a new logo for Sustainable Charlbury



## Sustainable Charlbury

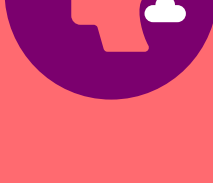
Reducing carbon, restoring nature

We had a really good experience with MeThree. They were nice to work with, understood our needs, and showed great creativity in their design ideas. They know what they are doing and are great people to deal with.



## Sustainable Charlbury

Reducing carbon, restoring nature



## Customer

**Sustainable Charlbury is a local charity providing grants for community projects that reduce carbon emissions and help restore nature. These grants are funded from revenues generated by the nearby Southill Community Energy solar farm, bringing real benefits to the local community in West Oxfordshire.**



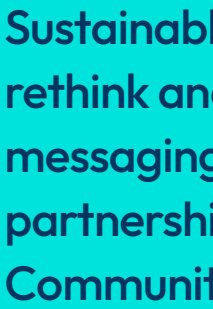
## Sustainable Charlbury

Reducing carbon, restoring nature



## Sustainable Charlbury

Reducing carbon, restoring nature



## Design challenge

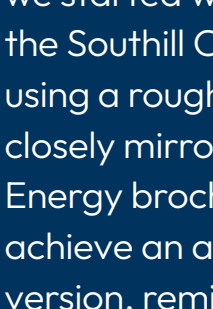
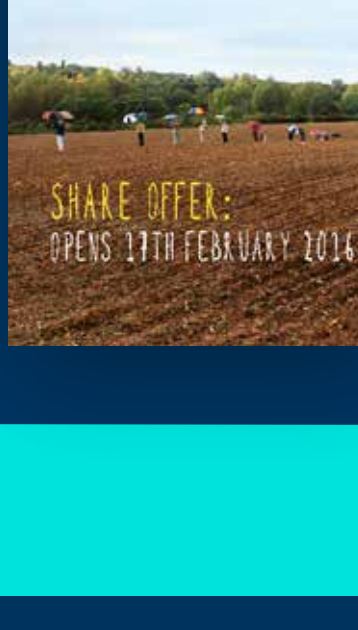
**Sustainable Charlbury wanted to rethink and update its messaging about how it works in partnership with Southill Community Energy.**

The trustees wanted to make the connection between the two organisations more explicit, in part with a new logo to complement the existing Southill Community Energy logo (right).

However, during our Discovery session with the trustees, we found that they wanted to convey a personality that was somewhat different to that of Southill Community Energy. Whereas the latter is quite business-like, Sustainable Charlbury wanted to come across as friendlier, warmer, more 'human'. They also wanted to avoid being seen as too polished.



There were more traits of this personality in some of Southill Community Energy materials, such as the brochure document pictured below, so the design challenge was to establish a visual connection with the Southill Community Energy logo in a way that would also allow us to bring through this different personality.



## Solution

Based on the initial brief from the client, we started with the human figure from the Southill Community Energy logo, using a rough, hand-drawn look to closely mirror the Southill Community Energy brochure aesthetic. We aimed to achieve an almost crafted feel with this version, reminiscent of lino or woodcuts; emphasising the connection between humans and nature.

Although we appreciated the importance of illustrating a strong relationship between the two organisations, we felt like we could do more to give the organisation more of its own unique identity.

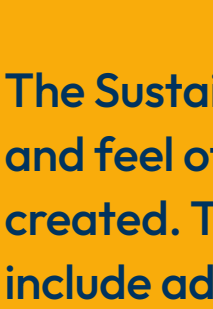
So we then created an alternative version of the logo featuring the yellow figure in a more subtle way. We surrounded the figure with leaves, seeds, flowers, and a bird to convey the harmonious relationship between humans and nature. Using a circle instead of a rectangle gave the logo a softer, friendlier feel, symbolising the reciprocal interdependent relationship.



## SUSTAINABLE CHARLBURY



## Sustainable Charlbury

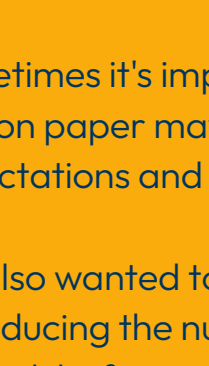


## Result

**The Sustainable Charlbury trustees loved the look and feel of the softer version of the logo we created. They asked us to adjust it slightly to include additional references to community and solar energy whilst maintaining its aesthetically pleasing flow.**

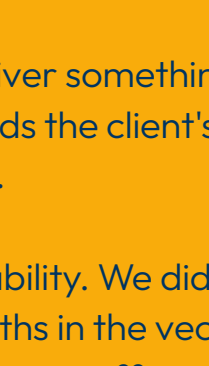
We removed some of the leaves and replaced them with homes and solar panels, experimenting with various configurations to achieve the best result.

The trustees were keen to show the 'interconnectedness of everything', so the final touch was the addition of a curving yellow line weaving through the logo to unify the elements visually and symbolically.



## Sustainable Charlbury

Reducing carbon, restoring nature



## Sustainable Charlbury

Reducing carbon, restoring nature

### What we learnt:

Sometimes it's important to use your gut and deliver something that on paper may be slightly off brief but exceeds the client's expectations and introduces a fresh perspective.

We also wanted to optimise the logo for sustainability. We did this by reducing the number of anchor points and paths in the vector artwork before exporting to create cleaner and more efficient files. This will make the file smaller and reduce processing power when the logo is displayed or printed.

**Do you have a problem we could help you with? We'd love to hear from you.**

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