

THE ARTS

WIMBLEDON FRINGE FESTIVAL

The Wimbledon Fringe Arts Festival is a new annual event for Merton. It is planned to coincide with the Tennis and reach a maximum audience.

Verve became involved with the event when the founder appealed for help through the local press. Verve had offices in Wimbledon for nearly 10 years and wished to become involved in a community initiative.

We began by creating an identity for the event and a set of stationery. Many people associate Wimbledon with the Tennis and as a consequence the colour purple. We consciously avoided this to give the event its own unique eye catching appearance and chose Orange.

The event spans a multitude of disciplines from Theatre, Poetry, Live Music and Comedy. We chose a Juggler as a metaphor for presenting so many acts at once. The Juggling character has developed with each year and becomes a focus for the promotion.

Verve has provided an artwork service ensuring that advertisers and promoters are supplied with the correct formats.

Our involvement was reported in the local press.

Projects include:

- Programme
- Stewards T-Shirts
- Advertising Pack
- Volunteers Poster

Wimbledon Fringe Arts Festival
5th - 11th July 2004

Street Theatre - Live Music - Film Festival - Poetry - Workshops
Literary Events - Club Nights - Something for people of all ages
...and the premiere of 'A Fans Club' - the story of the demise of Wimbledon FC and the rise of AFC Wimbledon, told as a musical

www.wimbledon.org.uk

Wimbledon Fringe Arts Festival

We Need YOU!
So GET INVOLVED!

Want to do something fun, enjoyable, help the community and make friends?

Then come and help at the Wimbledon Fringe Arts Festival this July and get to see some of the shows in return!

To find out more:
 email: volunteer@wimbledon.org.uk
 web: www.wimbledon.org.uk
 tel: 020 8542 3300

We also offer training accreditation for those aged 16 or over at the Wimbledon Theatre and other locations and a scheme that would be great to join (it is a friendly, supportive environment).

We need people to join our publicity, marketing, administration, fundraising, marketing, media and recording teams!

Winner of
Merton Local Business Awards 2004
Best Training & Development Programme



Wimbledon Fringe Arts Festival
July 2005

Your Business Name

Wimbledon Fringe Arts Festival is one of the UK's most exciting new arts events.

How can your business become involved?



PRESS COVERAGE

The following interview appeared in the Daily Telegraph Business Section 12/04/05. It concerns the importance of colour in branding and was titled 'The fashion of colour'.

The Daily Telegraph

In our first look at colour and its uses, Kate Battersby examines how some shades come to be in season while others are clichéd

Corporate branding has an eternal case of the blues. Or so it can sometimes seem to those charged with creating graphic design identities for companies worldwide. If businesses were required to produce their own branding for themselves, then one colour above all others would be the permanent first preference.

"Most clients need to be steered away from blue," says Paul Hitchens, the creative director at graphic design consultants Verve Interactive. "Everyone feels it gives them an air of respectability, suggesting you can have confidence in their brand. But if you look around, it soon becomes clear that about 90 per cent of all business logos are blue and the easiest way to make a brand stand out is simply to go for something else. One of our recent clients was a training organisation whom we switched from blue to green to suggest growth. They stood out a mile from their competitors instantly."

Hence, while trends do exist in corporate colour choice, those trends are not influenced by the

factor which dictates so many other design developments, namely the latest catwalk fashions.

"Only subliminally, if at all," agrees Hitchens. "Fashion is fickle. You can't choose a colour just because it feels right at the time. There has to be a reason in keeping with the company which delivers a lasting message. The image must have substance."

So what's the modish shade of the moment? "Surprisingly, many people are happy to switch to purple," says Hitchens. "They see it as near enough to blue to retain the implication of reliability, but with an element of creativity and free thinking. I see a lot of it now. In fact, purple is so much in vogue that what was recently quite a radical choice is itself becoming almost conservative."

But according to Jonathan Hubbard, the creative director at branding consultancy Interbrand, purple brings its own problems.

"You can run into difficulties with it because people either love it or hate it," he points out. "It also has particular associations. In Italy it's a papal colour. Elsewhere, it's associated with mourning. Other unpopular colours are brown or

pink, but UPS and T-Mobile respectively have overturned that trend to achieve the ultimate goal of 'owning' those colours - they are twinned in the public mind with those companies and no others.

"That is what is chiefly so difficult about blue," Hubbard continues, "as it's impossible for one company to own it. New brands think using blue will give them an established feel, and it is true that it is often used by long-standing companies to underline a sense of heritage and stature. Certainly no one dislikes blue in the way they can brown or pink.

"At present, I would say certain beiges are very difficult to use in a way that looks relevant and contemporary - they're seen not just as old-fashioned, but as muddy and even dirty. Cleanliness and clarity are definitely in. I saw a whole spate of lime greens recently. Bright oranges and reds - warm colours - are around now. Colour combinations also go through cycles, with light blues and browns popularly paired at the moment."

So what do the experts forecast will be the next purple? Hitchens laughs. "Probably blue," he says ruefully.