

Case Study: Maidenhead Bridge Club Logo



Introduction

When we were first forming our club we wanted to create a logo that showed the vibrancy of our club and the sort of activities we get up to.

We also wanted our founder members to have ownership of their logo, to feel part of it and help create it.

Objectives

- Create an iconic logo
- Create an image that explained who we were
- Create a logo that members felt part of

Strategy

We asked each of our founder members to tell us 5 things that they felt described what they wanted the club to be, and who they were. For example we have a mortar board hat in the logo – this represents some of our members who are teachers. We have the river and Brunel's bridge forming part of the logo to show where the club is located, we have the bird of peace, symbols for travel, painting, family, sharing etc. This logo shows our creativity, innovation and how we think differently.

Would you like our help?

Simply visit <u>www.maidenheadbridgerotary.org.uk/pimpmycharity</u> and complete the online form telling us what you need help with.