

# Thames Estuary Corporate Identity Program

A place brand  
for good

Thames Estuary Board was a new organisation encouraging investment in a region with no identifiable center. So we created a new corporate identity amplifying a distinctive strength, 'good green growth' as the common thread across the area and capitalizing on its hydrogen developments. The identity included a brand line 'We're in a good place. Join us.' logo, visual design, website, video and launch.

[Watch the Video](#)





## Challenge

The challenge was to create a new place brand when we could not follow a traditional 'place branding' strategy because the region had no single location – it is a tapestry of different places in the UK across East London, North Kent and South Essex.

## Objective

- Create a new place brand and corporate identity
- Increase Government support – political, financial and inclusion as a new 'Freeport'
- Attract inward investment interest from major businesses

## Strategy

We focused on the river itself (rather than where people live and work) as the geographic anchor binding the region together. Then we identified its most relevant attribute - 'good green growth' - a sustainability theme running across all the development programs (e.g. intelligent transport) and their intention to be a global leader in hydrogen development. We also decided to convey the role of the Envoy/Board itself as a force for good, making connections to make things happen for inward investors.

# We're in a good place

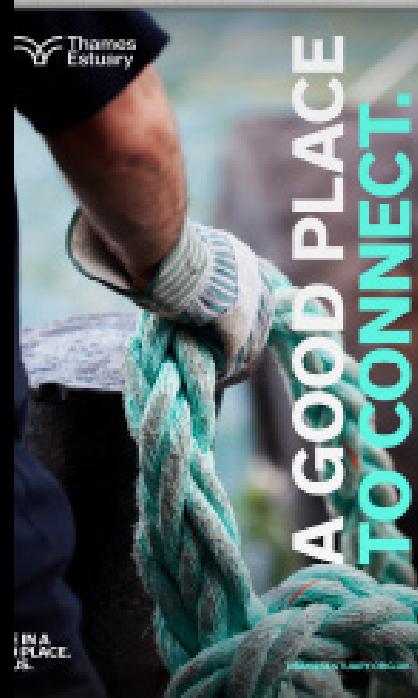
Directly building on the strategy, we developed a new brand narrative and line as the constant core for the new brand: 'We believe in a cleaner, healthier and better future. That's why we're connecting and activating the high investment, high innovation, hydro-economy of The Thames Estuary, the UK's growth gateway to the world. We're in a good place. Join us.'

## Visual Identity makes the connection

The visual identity reinforced the positioning with a logo design featuring a multiple read – as a bridge across the river, thrown pebbles bouncing over a river and implied connection for the role of The Envoy/Board in making things happen. The design language used bold typography to show renewed confidence together with arresting photography of people and places across the region.

## Identity that powers activation

We created the complete corporate identity design system, guidelines, new web site, an interactive map featuring detail on all initiatives and a brand video. The launch included branding a 'Thames Clipper' boat, engaging with journalists, Government and key investors and ongoing B2B digital marketing campaigns, including marketing packs for local government partners to further promote through their existing channels.

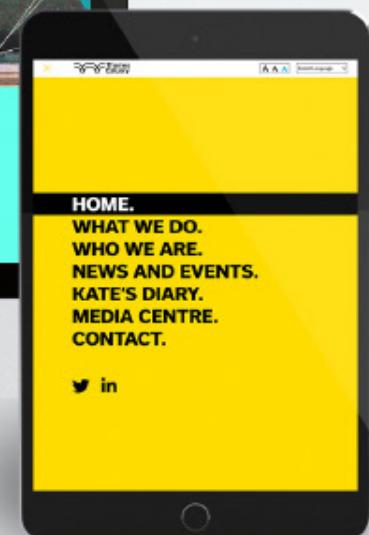
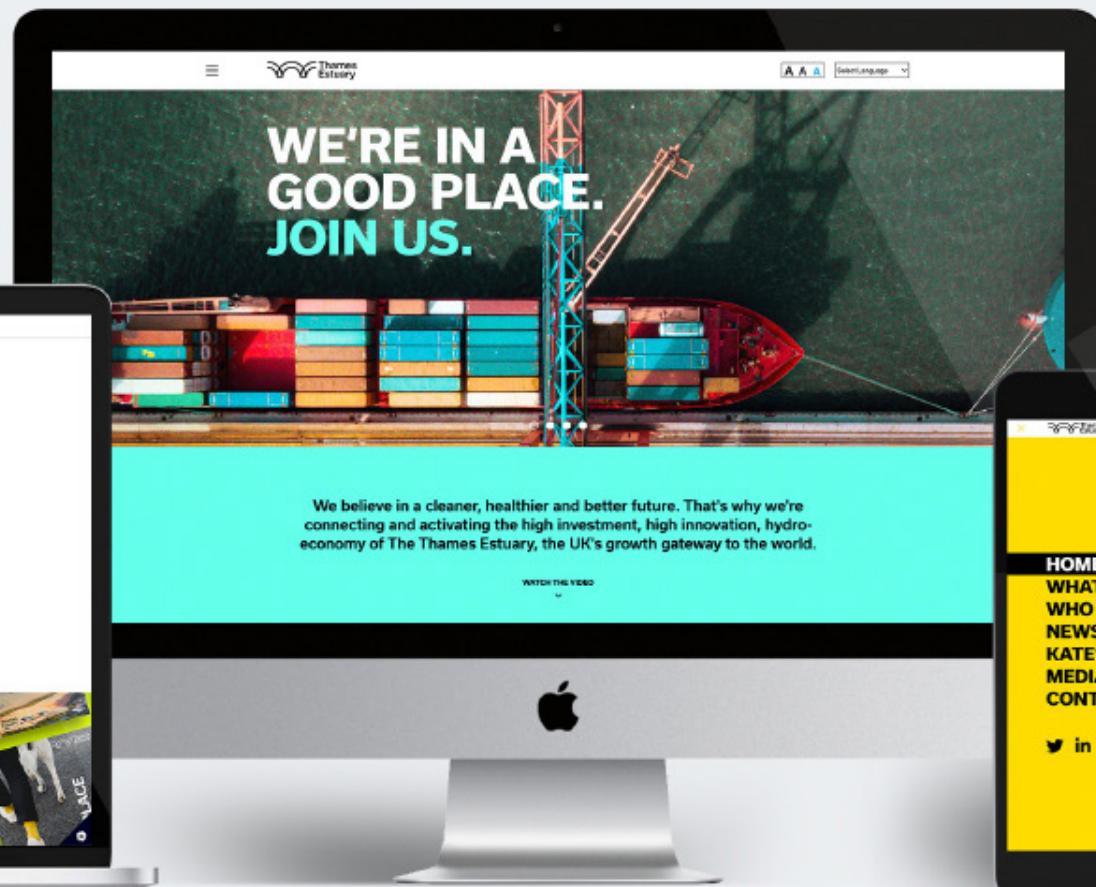
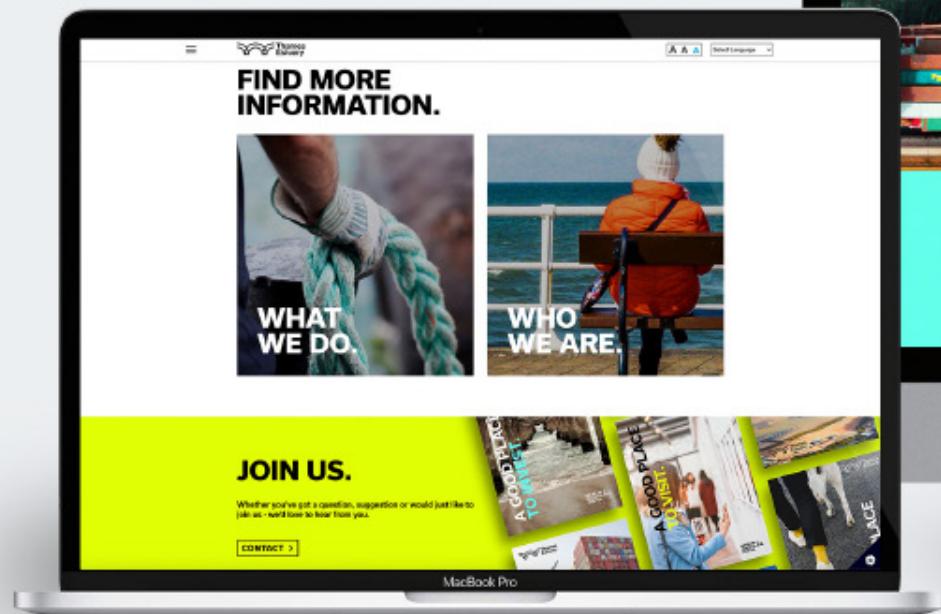


# Creative Solution

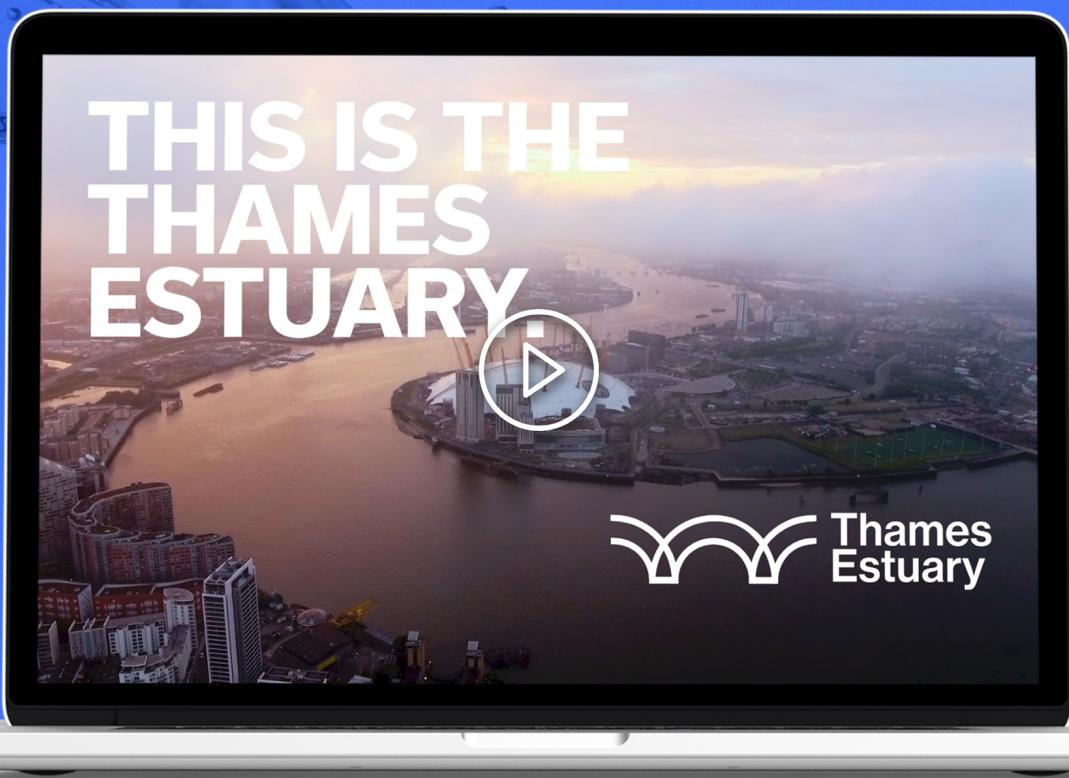
## Out-of-home Advertising



## Campaign LP



Brand Video



Watch the Video

# Results

The new brand surpassed all its objectives to generate positive media coverage, investor enquiries, and ultimately become a UK 'Freeport'.



**Winning**  
UK Freeport  
status

**Creating**  
a new  
pipeline

**Double**  
media  
coverage  
(vs objectives)

**100%**  
Positive  
sentiment