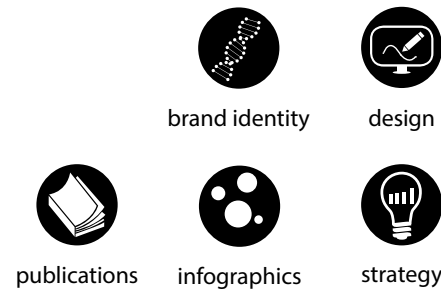


intandem Brand Identity

Inspiring Scotland

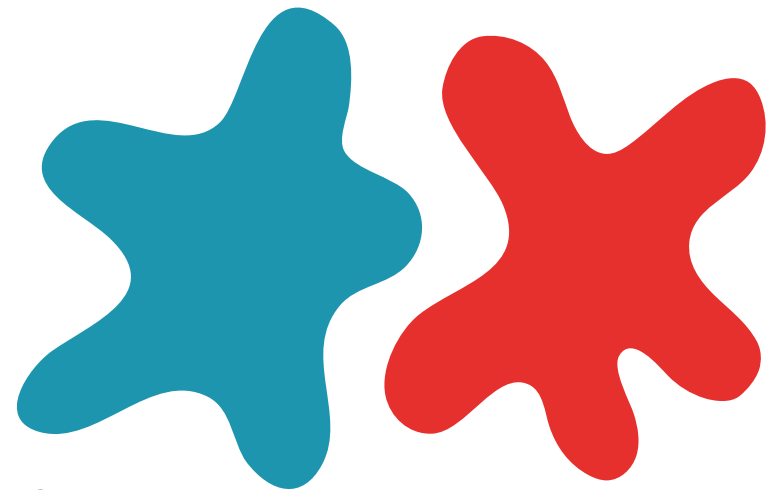
2016



Commissioned by Inspiring Scotland, intandem is a Scottish Government initiative to create a national mentoring programme for looked after children with the vision that *every young person should have someone in their life who wants to be there (just for them)*.

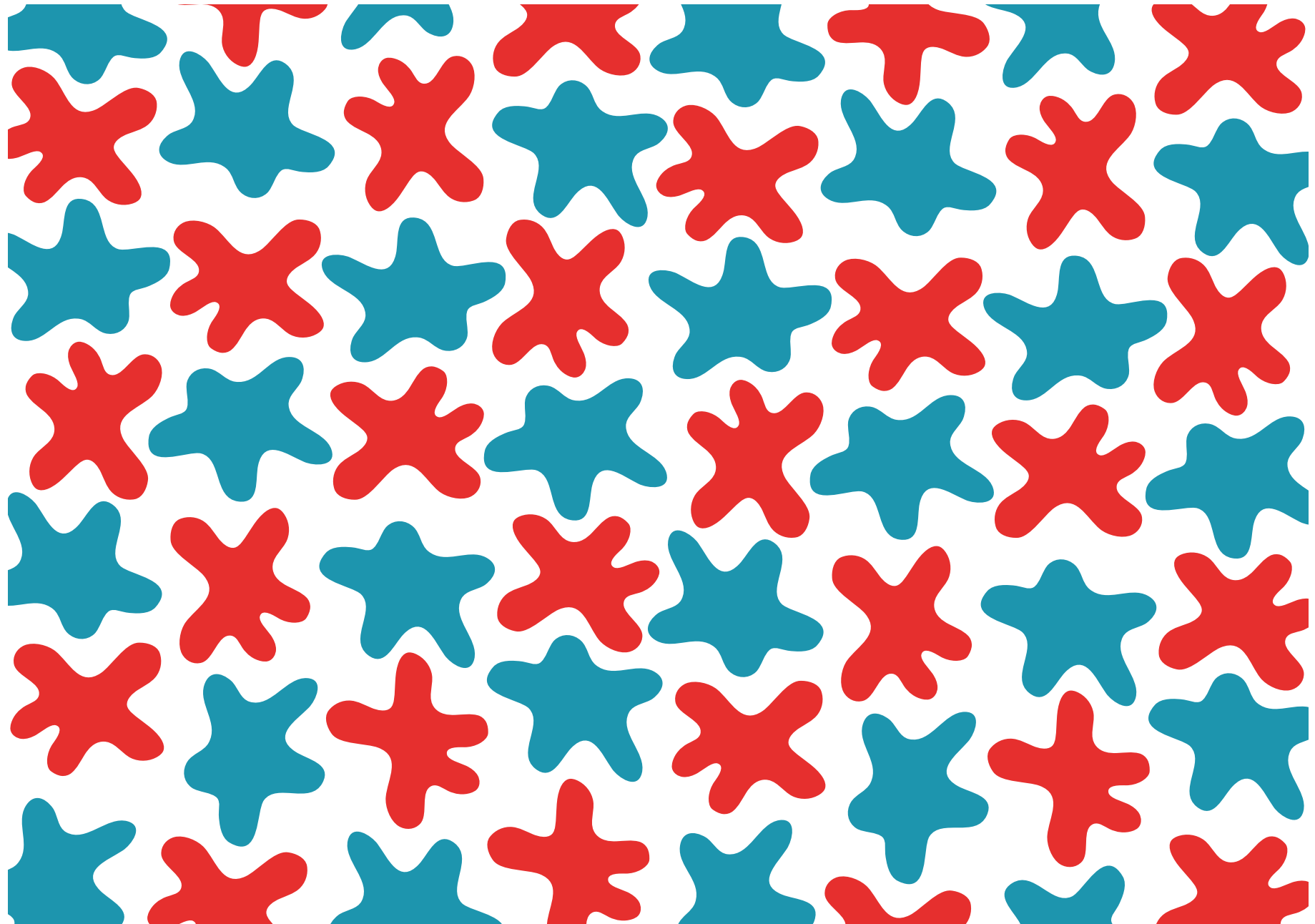
To get to the heart of the matter Bold conducted two tailored workshops - one for mentored children age 13-17 to get their views on how the new brand should be portrayed - and a second to extract the brand feelings of providers and stakeholders. Both sessions got wildly creative with coloured pens, glue and scissors to get their ideas across and the result was some very robust directives. The name, *intandem* and some underpinning brand values of *supportive*, *consistent* and *fun* that everyone involved was really comfortable with.

Bold were then able to go off and create brand identity options that were friendly enough and professional enough to speak to both ends of the target audience. Working with the concept of two-together and symbiosis in nature - the new logo was arrived at with its friendly amorphous shapes over hand rendered lino-cut type. The rest of the brand identity was able to easily fall into place around this solid core.



intandem

Mentoring Scotland's young people



tandem



“ To date, everybody who has seen the new brand recognises it as a strong and effective representation of the mentoring programme - a very satisfactory outcome given the tight timescales BOLD were required to work to. ”

Neil Blake
Performance Advisor,
Inspiring Scotland