



at



ST JOHN'S SMITH SQUARE

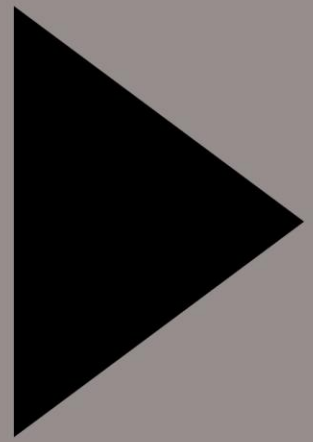
Rename and Brand Journey

June 2024

Naming and Brand Narrative

The staff team, Trustees and Founders started working on the rebrand in early 2022 working with Jo Marsh as our branding consultant. As part of this work, we consulted a number of key supporters and stakeholders and considered naming options. In June 2022 we were delighted to secure significant funding from a major trust, which enabled us to go out to tender and appoint Sutherland Studios as our brand designer and Cog as our website developer. We then worked with Sutherland Studios to set out a strategy for the new name, logo designs, colour schemes, use of typefaces, style of imagery and agreed a tone of voice for our new website and communications.

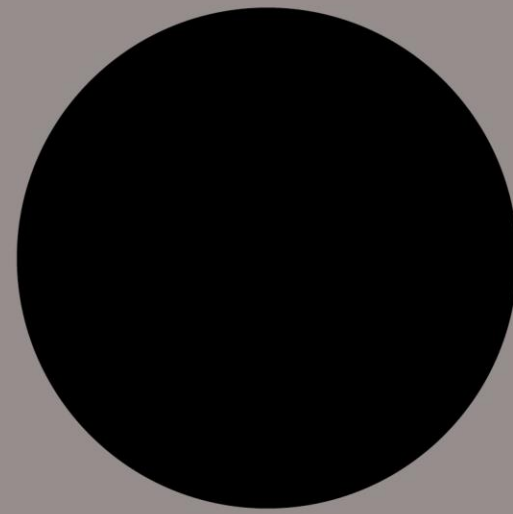
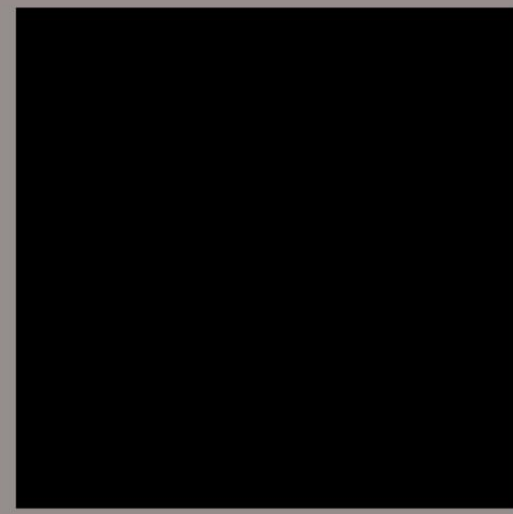
We have had enormous fun working through this process, and are hugely proud of the new name, which we believe is a perfect coming together of two much-loved musical organisations to one new vibrant entity.



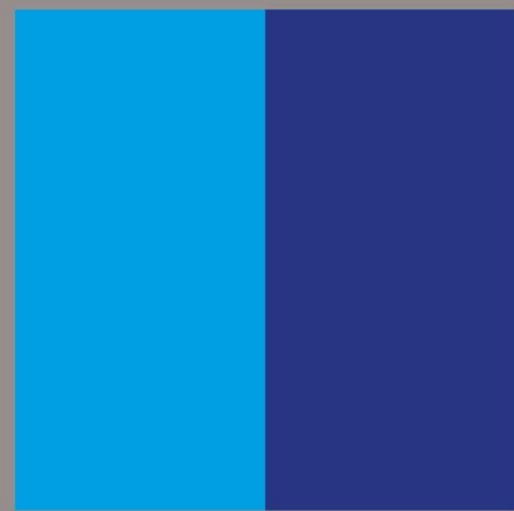
Strategy



Naming



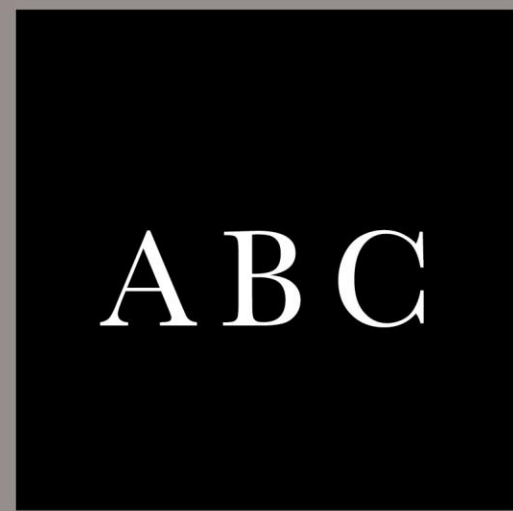
Logotype



Colours



Typefaces



Imagery



Once
upon
a time

Tone

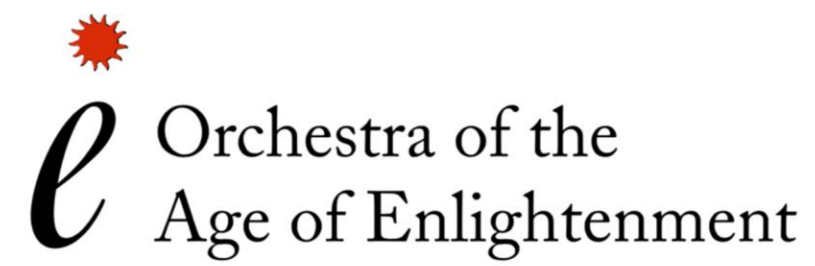
Competitor Review and Analysis

We undertook a competitor analysis to review our existing brand identities, placing Southbank Sinfonia alongside other major UK orchestras and St John's Smith Square alongside leading London cultural venues.

We also undertook an analysis of competitor colour schemes, identifying where there was an opportunity to present a fresh new colour to the sector.

We looked at the historic and cultural identities of both organisations and considered the key elements to retain. St John's Smith Square was built as a church in 1728, though largely destroyed during WWII, until it was restored in the 1960s as a concert hall. It has been described by Historic England as one of the finest examples of a Baroque building situated in a circle, within a residential square in the UK. Southbank Sinfonia was located on the Southbank but this is no longer the case, although we do still have a strong partnership with St John's Waterloo, as the venue for our Rush Hour concerts.

Competitors



Competitors



WIGMORE HALL

barbican

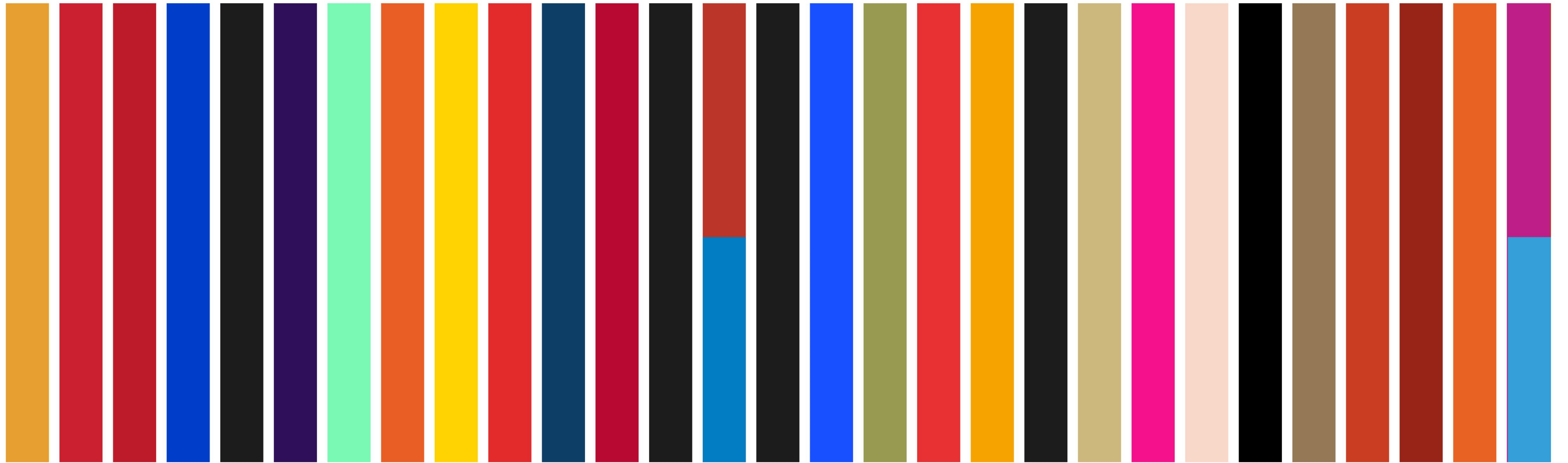
**SOUTHBANK
CENTRE**

KINGS PLACE



**BATTERSEA
ARTS CENTRE**



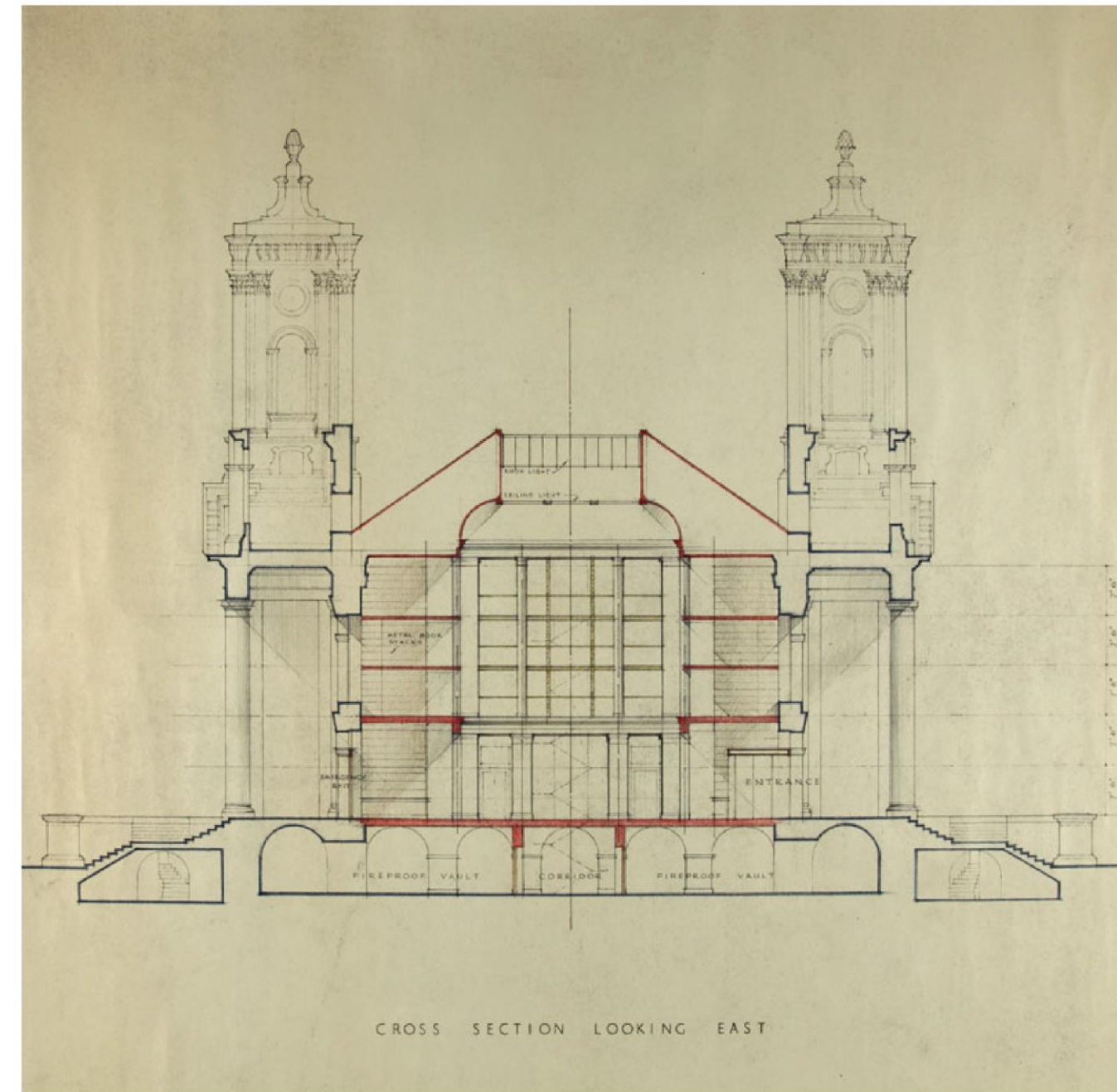
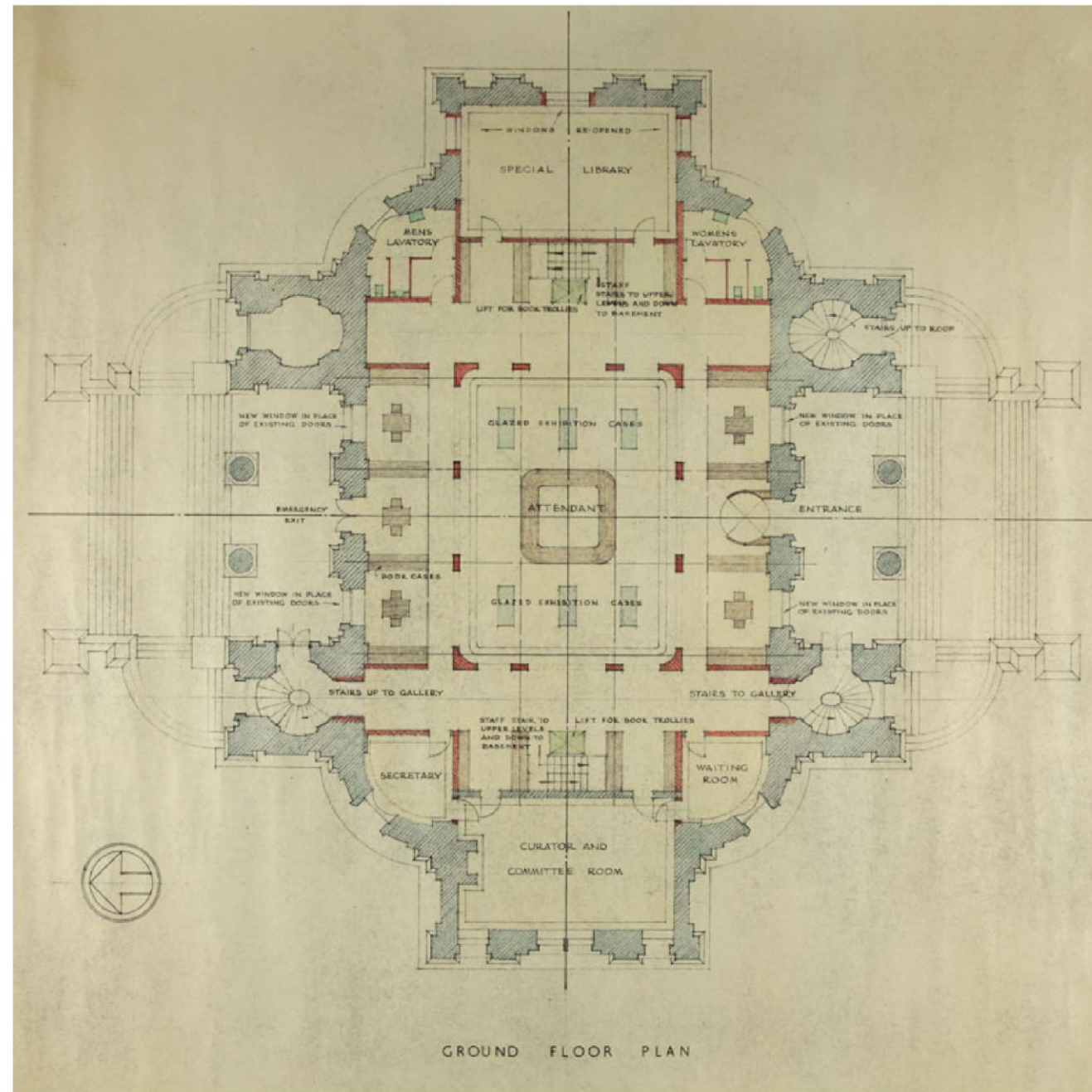




ST JOHN THE EVANGELIST,
WESTMINSTER.

Situated on the West Side of Millbank, is one of the 50 New Churches, & was finished 1728, but has since suffered greatly by fire. This Parish was originally part of St. Margaret's. This Structure has many beauties notwithstanding the peculiarity of the design, which probably suffered from a settlement while building which prevented the whole from being carried into execution.

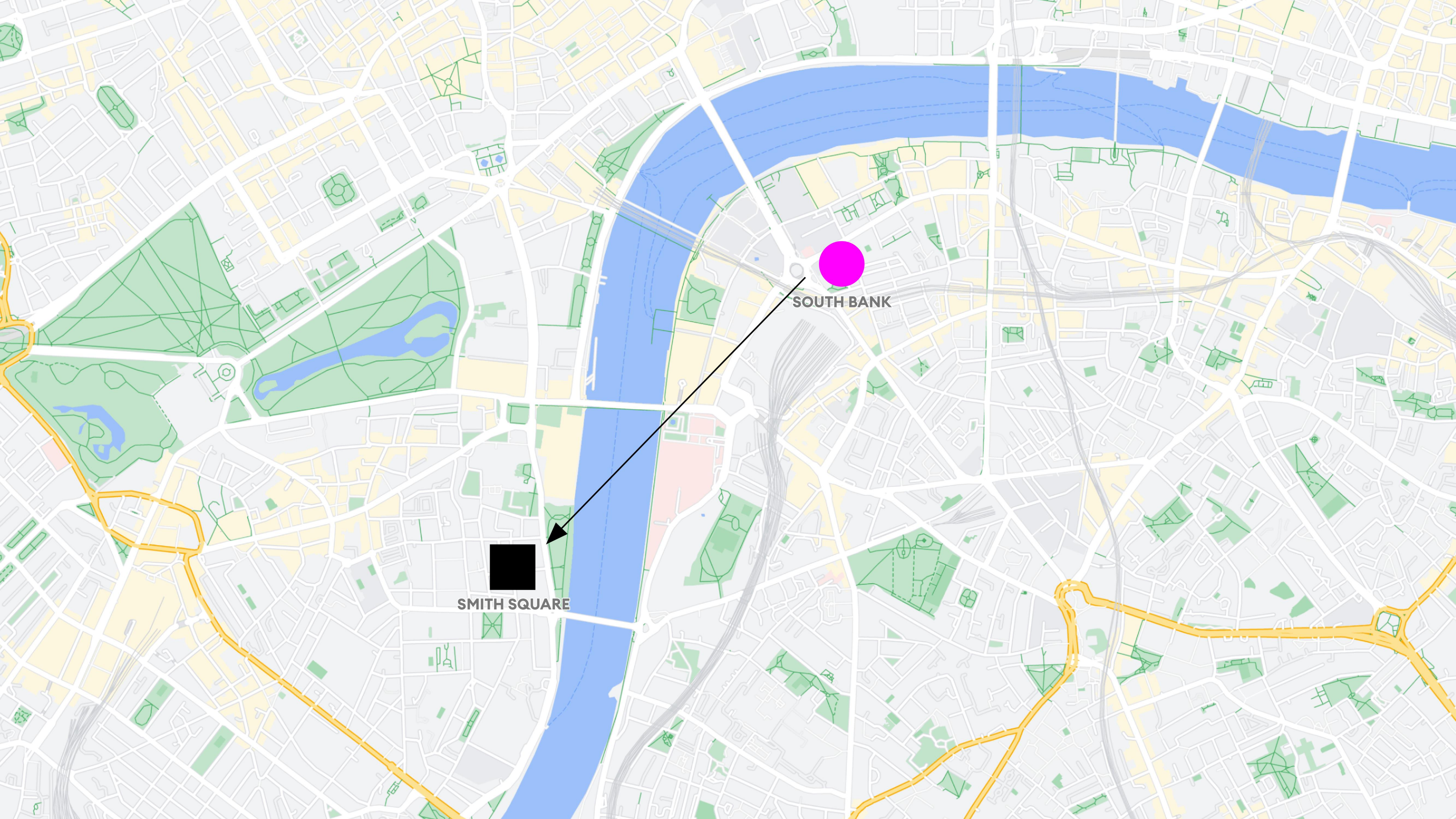
The Rector Rev^d Howell Holland Edwards M.A. Prebendary of Westminster succeeded in 1800 the very Rev^d W^m Vincent D.D. Dean of Westminster.
London, Published by J. Baskett, Duke Street, Portland Place, Jan 1814.





Google





SOUTH BANK

SMITH SQUARE

New Name and Logo

We looked at the relevance of “Southbank” and “St John’s” to our new organisational name and explored whether, although hugely important, they remain critical components of our identity moving forwards.

SOUTHBANK

SINFONIA

ST JOHN’S

SMITH SQUARE

New Name and Logo

We are proud and delighted to present our new name:

**SINFONIA
SMITH SQUARE**

New Name and Logo

We worked on developing a modern and vibrant new logo. We placed the Sinfonia in bold and in front as it is at the heart of all we do and to ensure our artistic vision and mission leads the organisation.

We shortened the Square to Sq. to ensure that the logo was modern and aligned; and in order to bring the imagery of circles and squares to our logo and branding, placed a square dot at the end.

SINFONIA
SMITH SQ.

Typefaces and Colours

Sutherland Studios identified a beautiful typeface to design our new logo. Caslon was developed in 1722 at the same time St John's Smith Square was designed and built by Thomas Archer. It is a traditional, classic typeface and we love the way it elegantly mimics many of the musical instruments we use in the orchestra today.

We merged the pink and blue Southbank Sinfonia colours to create a vibrant and modern purple, also retaining the black of St John's Smith Square as an additional primary colour.

We looked out at the world around us and identified other relevant and beautiful colours as secondary brand colours, using the blue river, green roof, pale grey columns and many vibrant colours from our musical instruments.

Caslon

1722

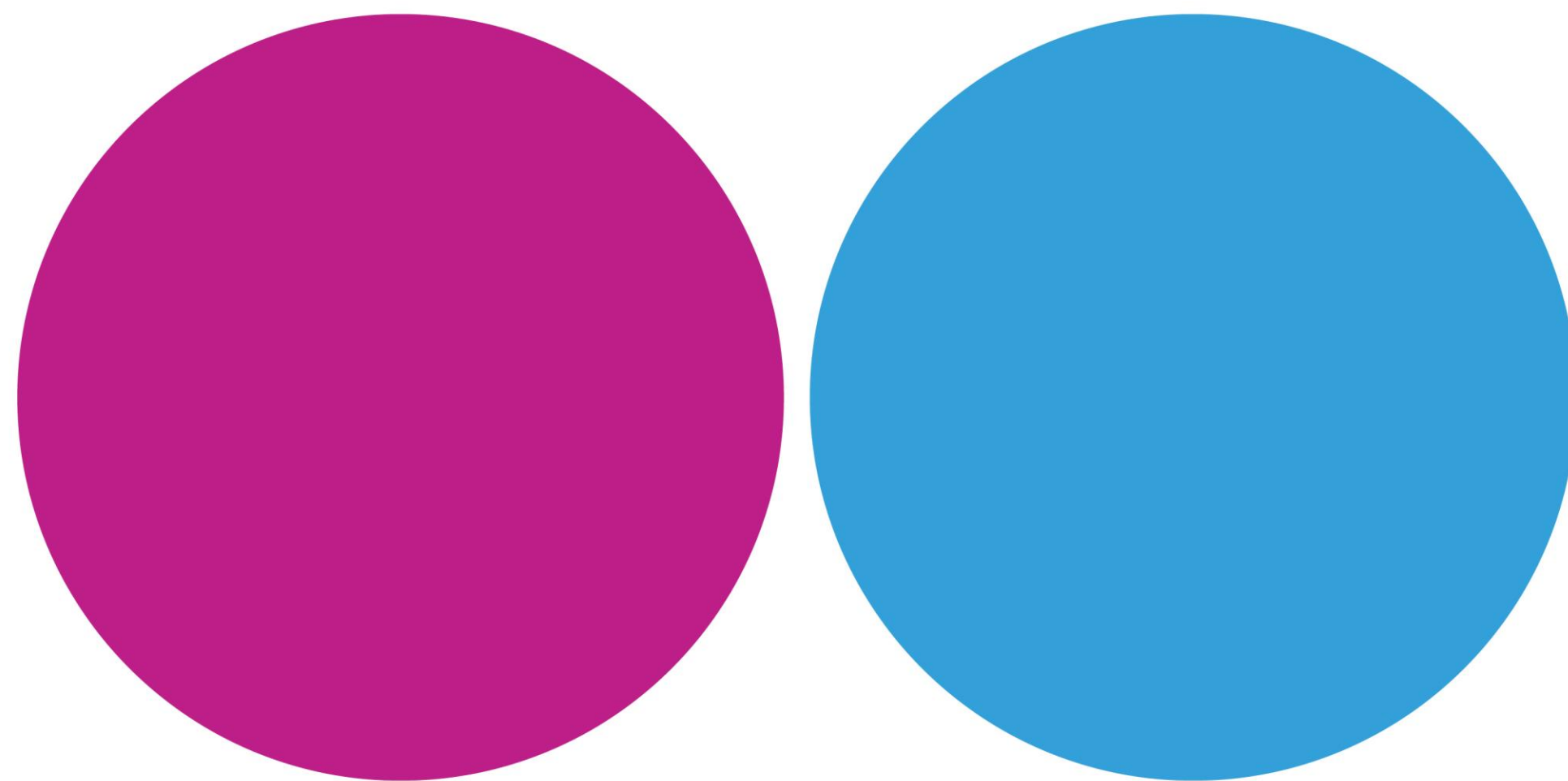
Cited as the first original typeface of English origin, Caslon is a serif typeface that was designed by William Caslon I in London in 1722.

St John's was designed by Thomas Archer and was completed in 1728.

Typefaces



Colours

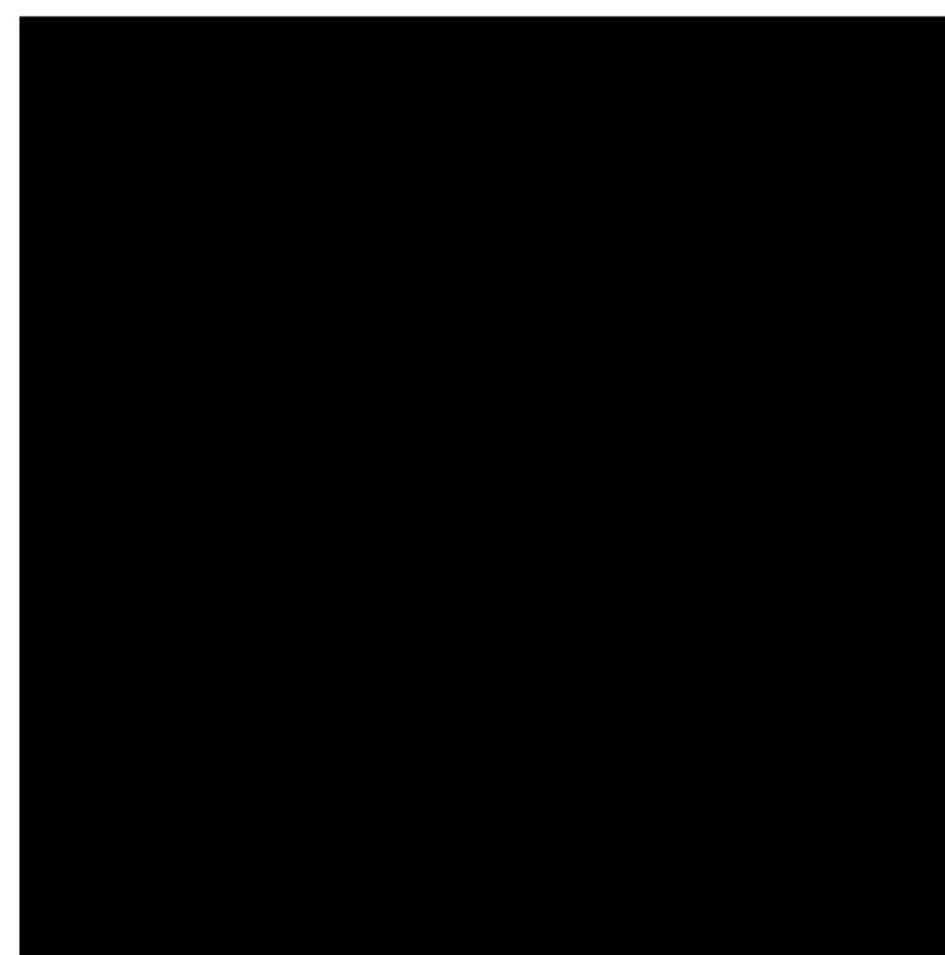
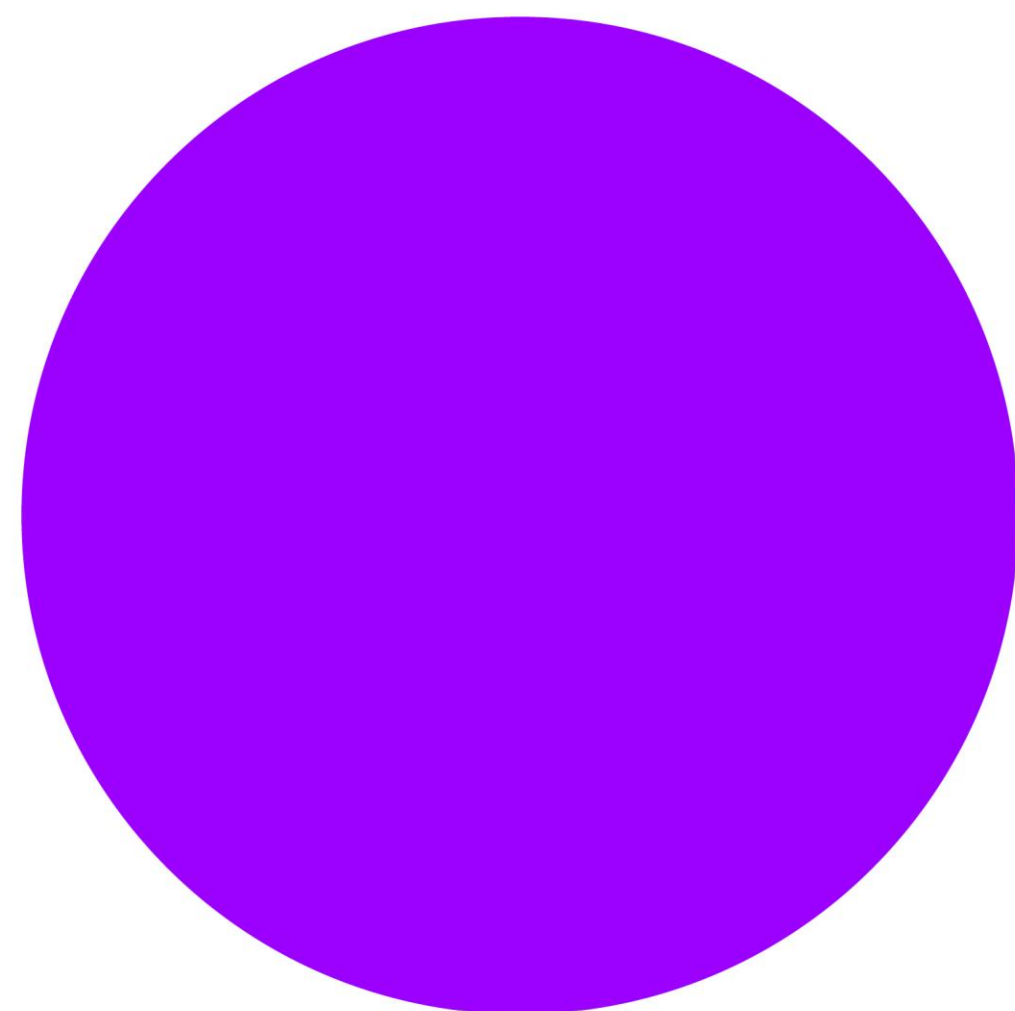


Southbank Sinfonia

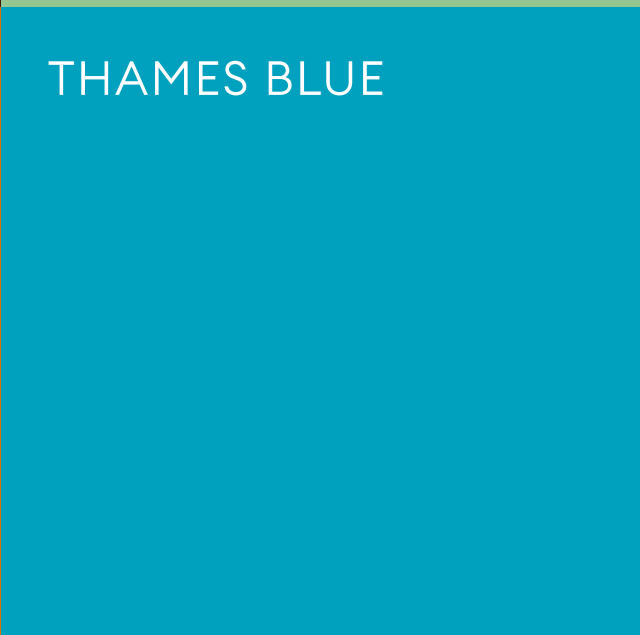
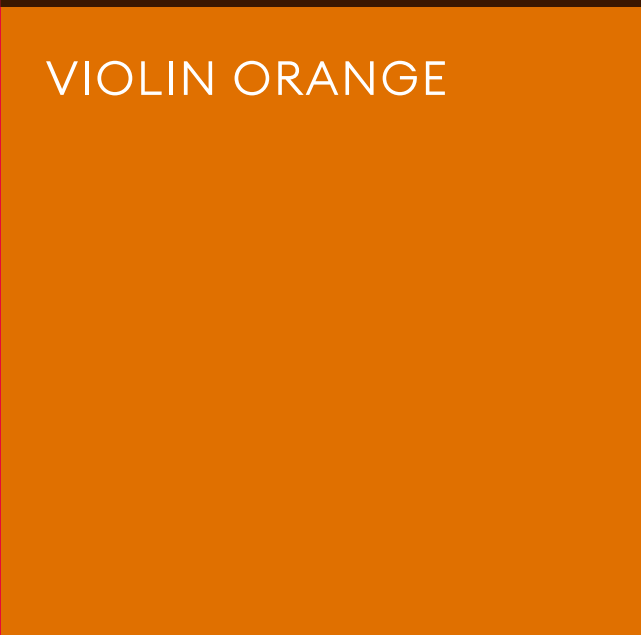
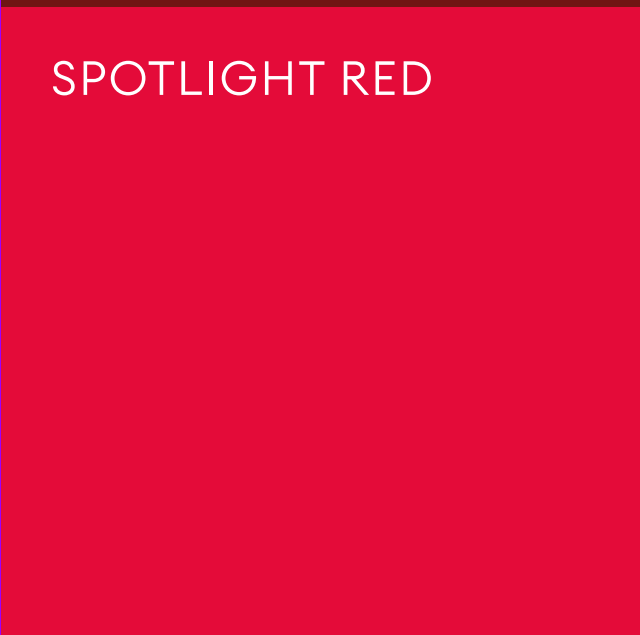
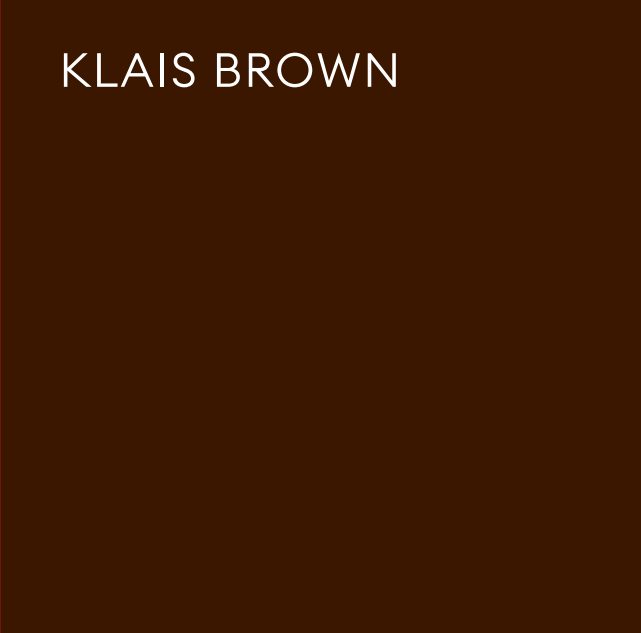
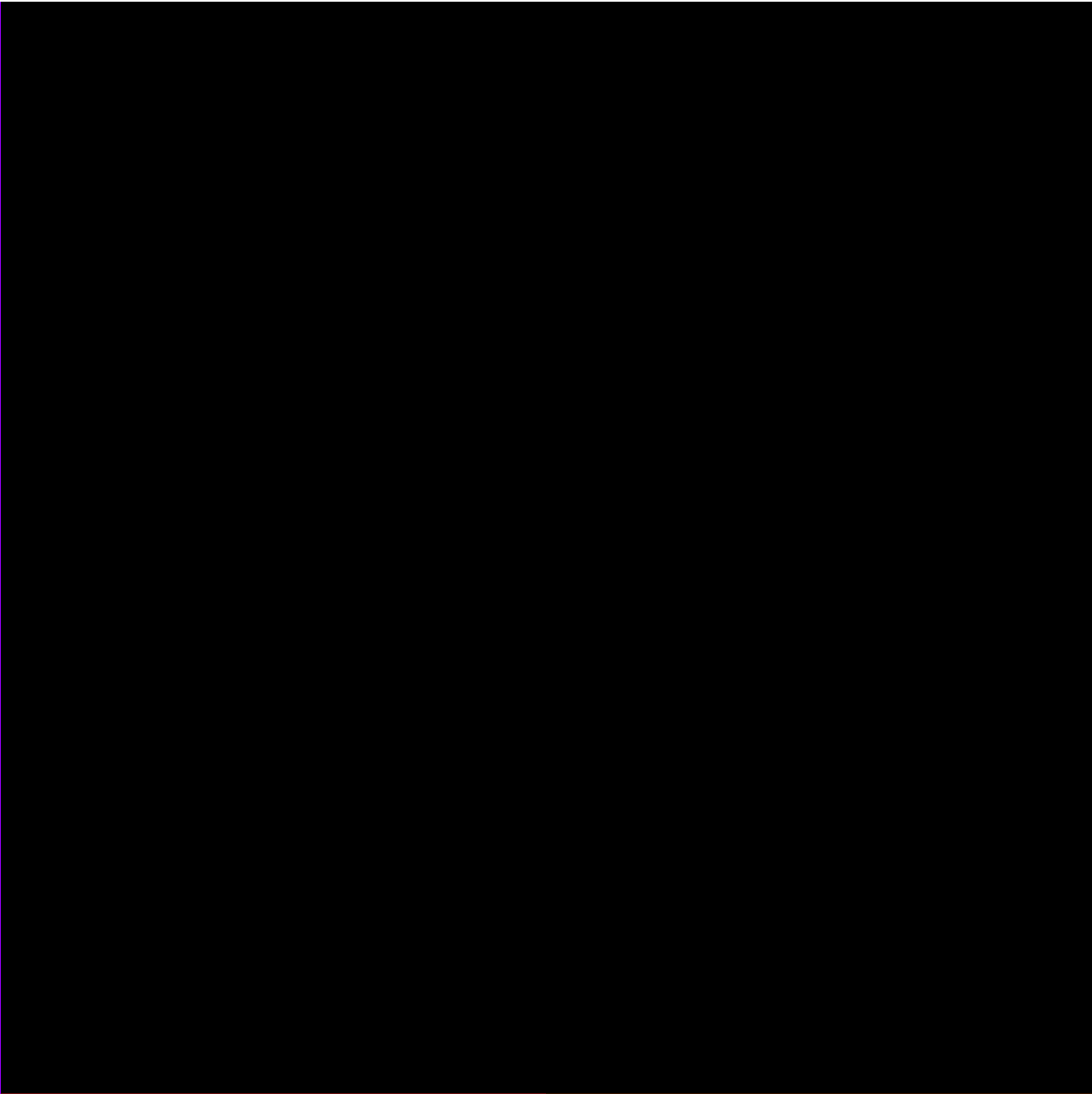


St John's Smith Square

Colours



TERTIARY PALETTE



New Logo and Branding

Our new logo is built up using the S for Sinfonia, using the Caslon typeface, into a square, mirroring the Square from our name and physical location.

The logo is beautiful and elegant and at the same time, modern, dynamic and fun. We feel that it aligns perfectly with our new artistic vision and mission, representing the great classical traditions that we uphold and the young talented musicians at the heart of our organisation.

We can use the new brand in many playful ways to bring life and vibrancy to our new website and marketing materials. We have shown a selection of images for our new programmes and season brochures using both the logo and individual letters from the Caslon typeface.

During the summer we will change the signage to the building and have already refreshed the branding for our Footstool café and bar.

SSS



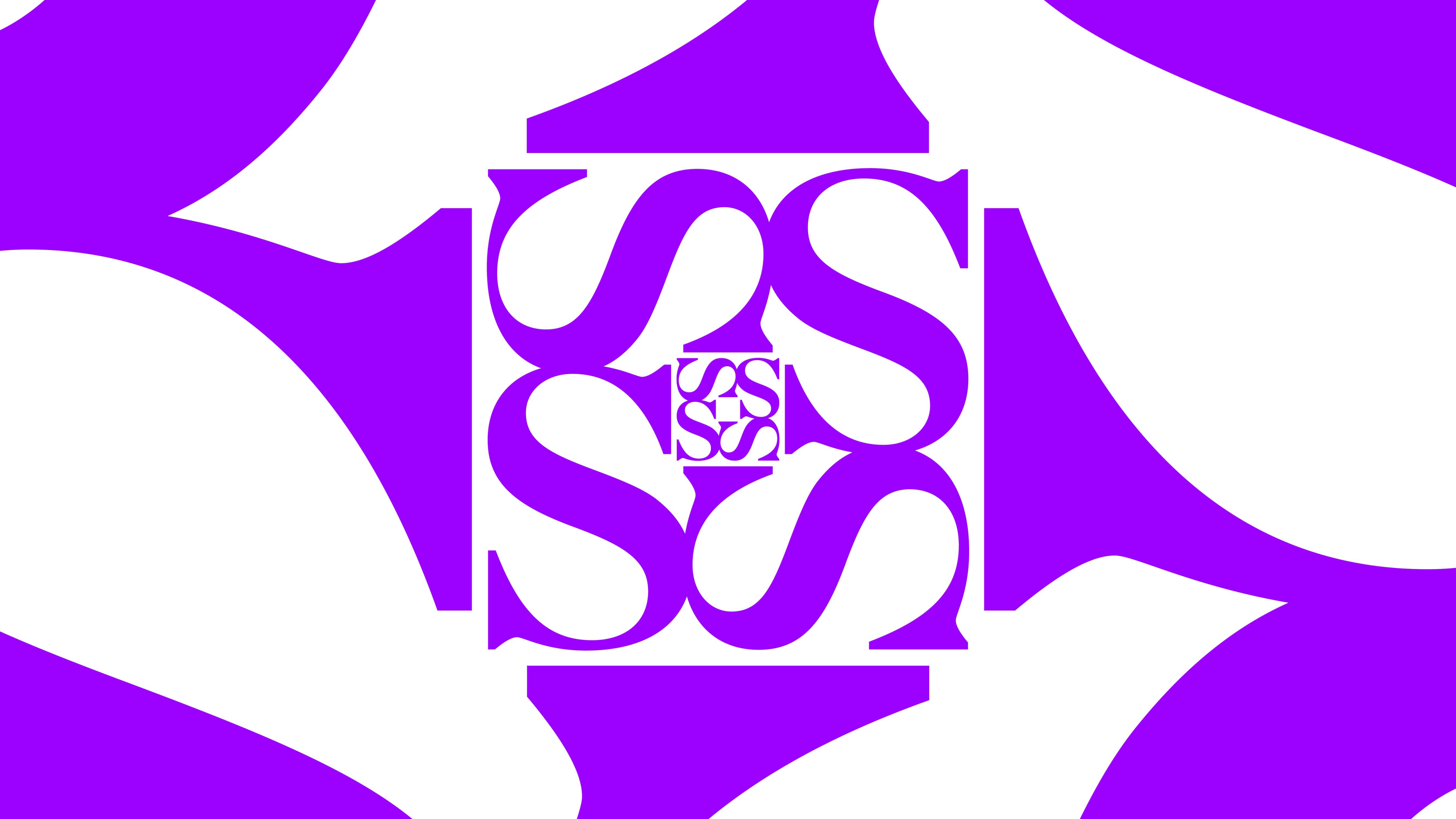
SOS



SINFONIA
SMITH SQ.



SINFONIA
SMITH SQ.



US
S
S
S
S
S
S
S



SS

SS

SS

SS

SS

SS

SS

SS

SS

SS

SS

SS

SS

SINFONIA
SMITH SQ.



**SINFONIA
SMITH SQ.**

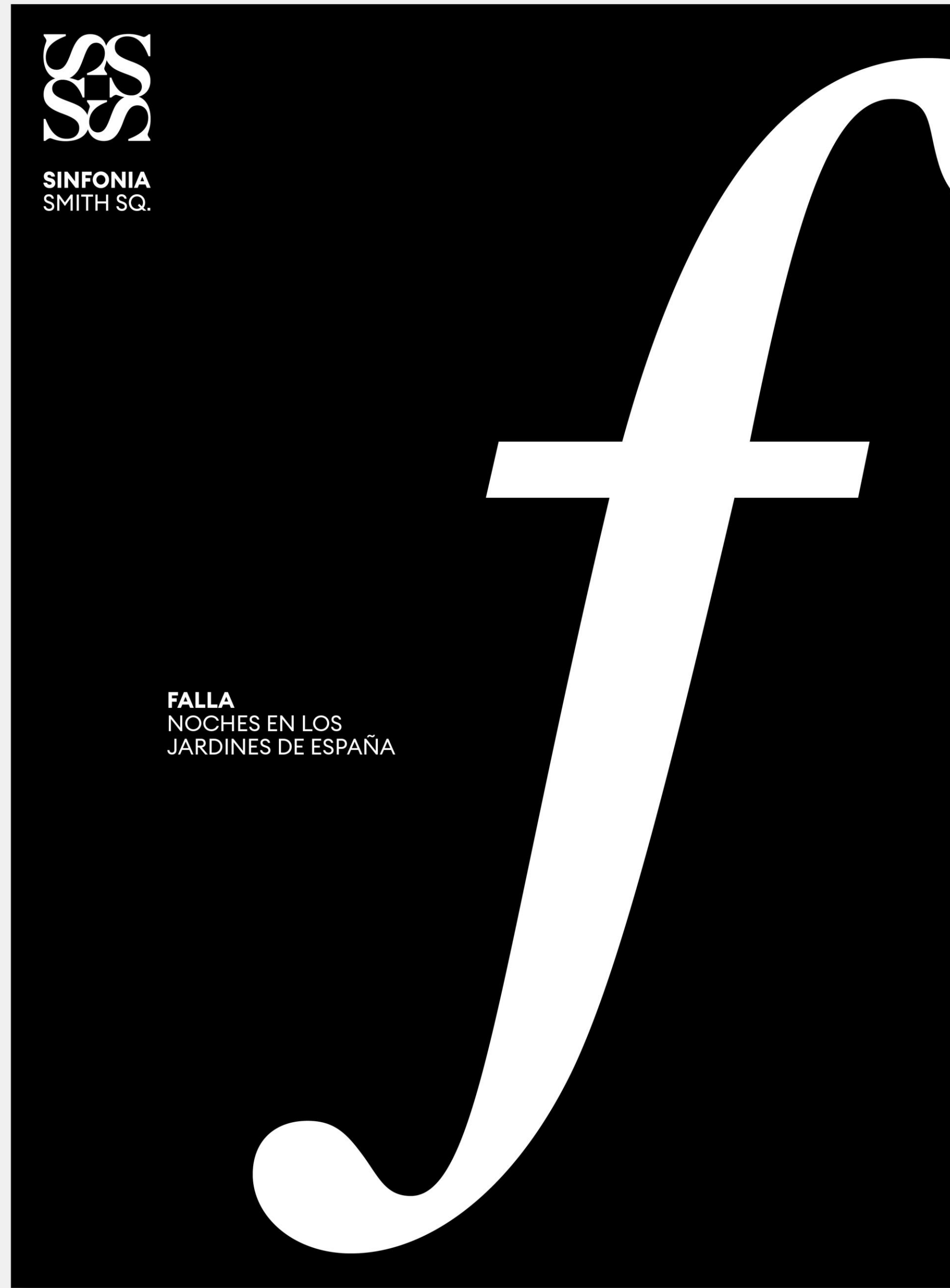


**SINFONIA
SMITH SQ.**



BACH
GOLDBERG
VARIATIONS

**SINFONIA
SMITH SQ.**



**SINFONIA
SMITH SQ.**

FALLA
NOCHES EN LOS
JARDINES DE ESPAÑA









SINFONIA
SMITH SQ.



THANK
YOU