



## A River of Life

All Saints  
Design 2014

All Saints is a dynamic place of worship along the river Thames in West London, with a wonderful community full of talented and dedicated people.

This spirit needed to be conveyed to the wider community to help encourage new growth and giving.

We have developed a complex and meaningful logo that carried references of the ancient and modern features of this iconic building on the shore at Isleworth. A whole new look was also created for posters, service sheets, screen projections, Christmas cards and beyond.

- What we did:
- Message strategy
  - Copywriting
  - Visual Identity Creation
  - Brand guidance



## Results

There is no tougher job than 'branding' a religious or spiritual entity, but without exception, clergy and congregation have embraced the new look to communications according to The Rev. Anna Brooker.

It's also believed that a greater number of the wider community has attended concerts, functions and events as a result.

