

Beyond Name and identity



The brief

The previously named SN Training help companies achieve business success through their people. Their offer includes personal development, interpersonal skills training, business skills training, team branding and leadership development.

They approached us wanting a change of name and fresh looking identity, that would result in a more easily recognised and understood brand image.



Previous logo

The answer

Beyond. Derived from the well known phrase 'above and beyond' perfectly captures the nature of the business. We followed this with a simple, modern logotype, that featured 'be' highlighted in green which enables a play on words for headline use in promotional media, for example; 'be absolute', 'be focused'. The colour palette was chosen to stand out in an overly corporate market place.



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