

hat-trick news

Brand Impact Awards 2014 results

10.03.14

3 Category winners

3 Commendations

WINNER – SPORT

Wimbledon by hat-trick design

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WINNER – PROGRAMMES WIMBLEDON

Studio

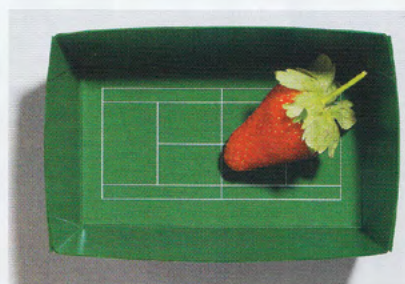
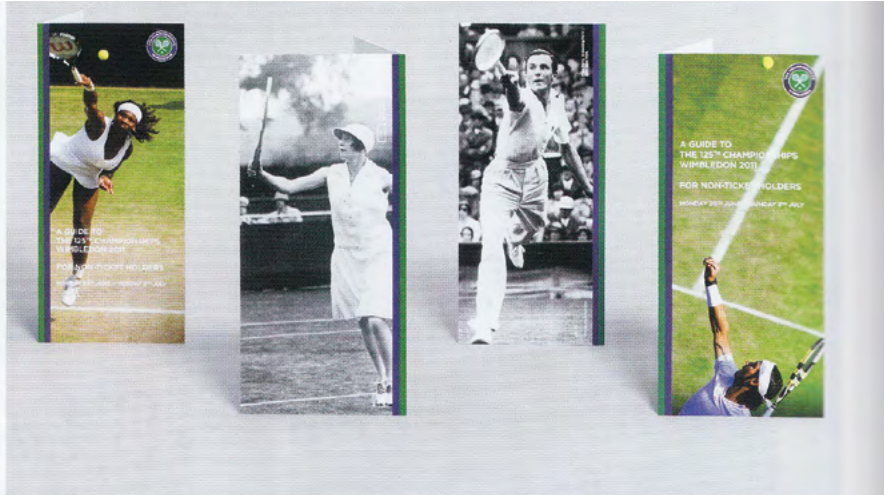
hat-trick design
www.hat-trickdesign.co.uk

Client

The All England Tennis Club
www.wimbledon.com

Project summary

Alongside modernised typography, hat-trick's refreshed design of the club's visual identity, wayfinding, print and digital communications is cleaner, more legible and lends itself to a wide range of applications.



WINNER – SOCIAL IMPACT
WINNER – NOT-FOR-PROFIT

**Loud Music Campaign for
Action on Hearing Loss**
by hat-trick design



COMMEDED – PUBLIC SECTOR

Art In Miniature

by hat-trick design



COMMEDED – CAMPAIGNS ART IN MINIATURE

Studio
hat-trick design
www.hat-trickdesign.co.uk

Client
Royal Mail/London
Design Festival
www.royalmail.com

Project summary
To celebrate the art of stamp design, hat-trick curated a city-wide exhibition of stamps as part of the 2012 London Design Festival. Framed in laser-cut metal that was shaped to echo the perforations around a stamp, around 150 actual size Royal Mail stamps went on show at 24 venues around London, including the V&A, National Army Museum, London Aquarium, Royal Society and Homerton Hospital, with relevant stamps displayed at each venue.

COMMEDED – CULTURE

Imperial War Museum

by hat-trick design



COMMEDED – PROGRAMMES IMPERIAL WAR MUSEUM

Studio
hat-trick design
www.hat-trickdesign.co.uk

Client
Imperial War Museum
www.iwm.org.uk

Project summary
A new identity that brings the Imperial War Museum family together under the initials IWM, giving it greater impact within the marketplace and a consistency across all its branches.

COMMEDED – EDUCATION

Bede's

by hat-trick design

COMMEDED – PROGRAMMES BEDE'S

Studio
hat-trick design
www.hat-trickdesign.co.uk

Client
Bede's
www.bedes.org

Project summary
To reflect the emphasis on ambition and individual development at independent Sussex-based school Bede's, hat-trick crafted a logo containing an assortment of aspirational words set within the 'E' of the word 'BE', and commissioned photographer Alistair Hood to shoot a series of individual portraits of pupils. The identity has been carried across everything from the new prospectuses to the school website, signage and minibus fleet.

