

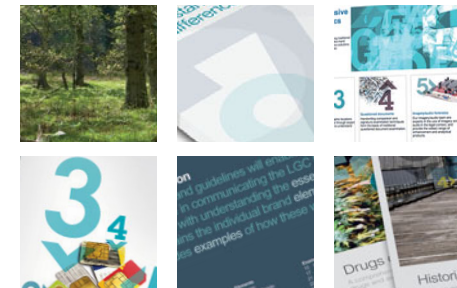


A Numbers Game - LGC Forensics

As market leader in the provision of forensic science services to the police and criminal justice sector, LGC Forensics had no strong identity of their own having relied upon the corporate identity guidelines from their parent company, the LGC Group. Orchard conducted focus groups and online surveys with LGC Forensics customers which showed that the LGC Group identity (based upon 'setting standards' and photo's of laboratories) was neither relevant to their customers nor differentiated LGC Forensics from its competitors.

From a series of brand concept boards discussed in a senior management workshop with LGC Forensics, numbers became the name of the game and this was confirmed in the market research: Whilst suggesting evidence found at a crime scene, numbers also communicated accuracy of results and precise communication.

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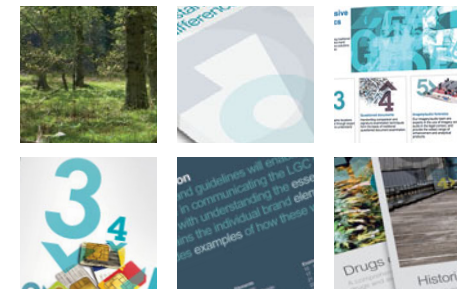


Corporate Brochure

Having established the visual form for the LGC Forensics brand, it was applied to an initial corporate brochure so that the content could be addressed. Whilst the internal workshop and external research identified the service attributes required from LGC Forensics, this needed to be converted into an overall benefit to the market. Accuracy of results and precise communication were therefore brought together into the brand promise of creating understanding and this shaped the content for the brochure.



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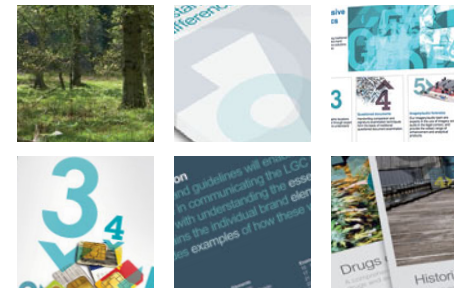




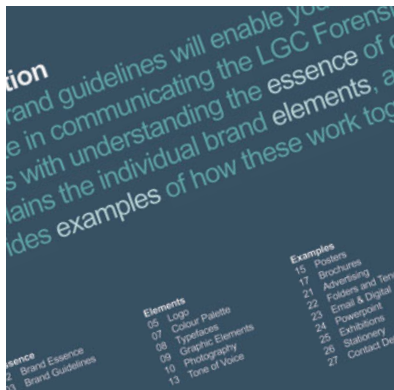
E-crime Campaign

A number of strategic acquisitions significantly enhanced LGC Forensics services in digital forensics (computers, mobile phones, CCTV and video, etc.) which can be quite different to traditional forensic science. Orchard successfully applied the new brand image to this specialist division, including a micro-website and conference graphics.

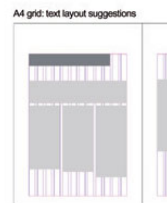
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Having established the form and content for the LGC Forensics brand in real world projects (and within the LGC Group corporate identity), Orchard produced a comprehensive set of brand guidelines that applied the numbers theme across all media and how they should be applied to scene and object photography. These guidelines are now in use by LGC's internal departments and external suppliers.



Our grid is designed to be flexible and incorporates different text box widths. These are typical examples of how text and titles can work together within the set grid.



Margins and Columns

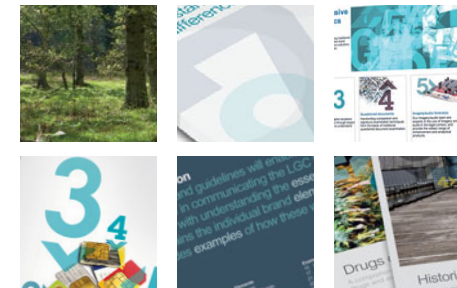
Margins

Top: 55 mm Inside: 10 mm

OK Cancel

The individual brand elements form a total brand identity that you should be able to create any piece of your brand on your own need. By applying the brand elements consistently you will help to convey the brand in a way that differentiates it from your competitors.

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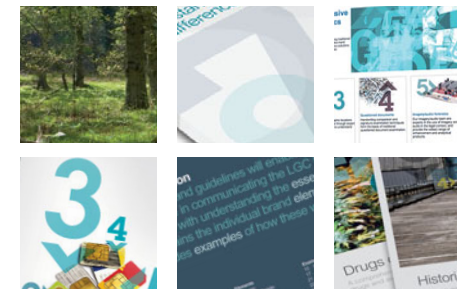




Website

The creation of a micro-site for the Digital and Document Forensics division of LGC Forensics allowed Orchard to successfully take the numbers brand image into the next level of development - the online arena and motion graphics.

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LGC Forensics Collateral

Based on the brand guidelines and Orchard's ongoing support, LGC Forensics now has a unified and effective brand communicated across a whole range of literature, promotions, exhibition graphics, etc. The numbers game has proved it's worth as LGC Forensics has grown in size, services and international markets.

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