

client: The Translation & Legalisation Company

brand strategy

brand personality

visual identity system

web design and development

brand management



The Translation & Legalisation Company

PROJECT OVERVIEW

The Translation and Legalisation Company (TLCUK) is a premium service for people who require the translation and legalisation of documents needed to get married abroad.

TLC provide a 'luxury' level of commitment to customer satisfaction and service. Therefore, whether B2B or B2C the emotional response to the company should reflect the needs and desires associated with legal documents and "the most important day of your life".

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Discovery

The problem: Spanish Translation Bureau lost a major travel agency client because the company had the word Spanish in the name.

The Brief: To create a new brand identity for a translation company that offers translation and legalisation services for couples getting married abroad, not just Spanish speaking countries.

The brand identity should :

- Appeal to both B2B and B2C
- Feel luxury, safe, strong, confident, reliable and authoritativeness.
- Be a top end service provider servicing the demographic of professionals with disposal income
- Make the customer feel good about having chosen us
- Make the customer feel their documents are in a safe pair of hands

Spanish Translation Bureau

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Visual exploration

Fact finding: Research led to an understanding of how translation and legalisation services were traditionally found and perceived and what customer expectations were.

Brand Attributes: All the research allowed us to narrow down the keywords and attributes that describe the brand's tone, language and personality.

Mood boards: With the logo, colour palette and typography narrowed down. A mood board was presented to the client how the aesthetic direction you agreed on with the client.

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Core Visual Elements

Logo: The new logo represents a stamp or seal. Documents handled require official government and notary seals and are treated as 'valuable assets' treated with the highest level of care and diligence.

The stamp logo theme was also extended to packaging and deliverables.



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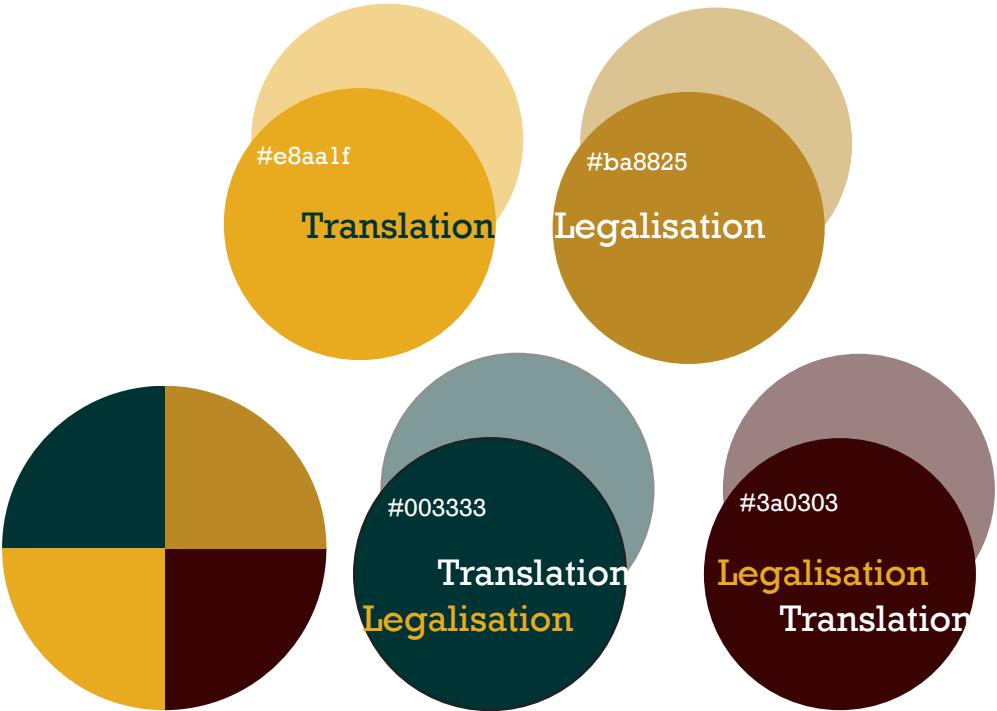
Typography: To convey the sense of trust, strength and authoritativeness, the slab serif font **Rockwell** was chosen for the logo and for printed text whilst a combination of **Arvo** and **Open sans** used throughout the website.

Colour: Colours were chosen that align the brand with luxury services and products and convey a strong and reassuring tone.
Primary Colours: Dark green and Maroon
Secondary Colours: Maroon and Gold.

The combination of all these elements reflect the brand personality and convey an assuredness and trust that the customer’s documents are “in safe hands” so they can focus on their joyful and memorable wedding day plans.

confidence safe reliable luxury warmth strength

Rockwell Bold
Rockwell Regular
Rockwell Light

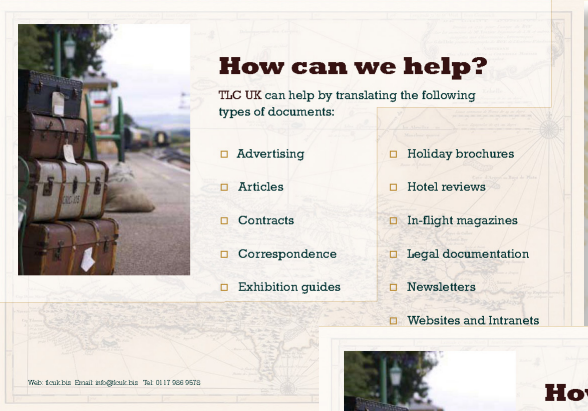
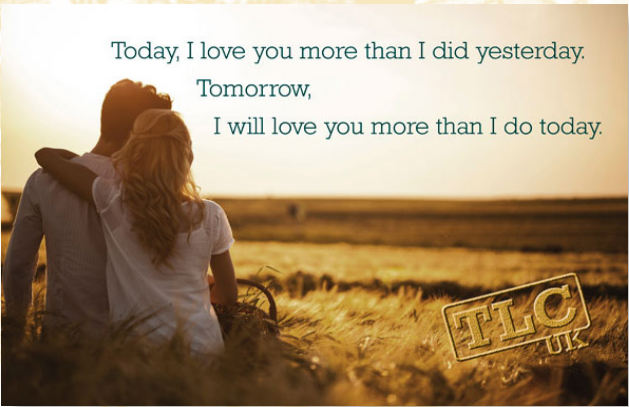


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Brand Application

To further humanize the brand the online marketing collateral was designed to align the company with the customer and their “big day” whilst design for print, primarily for presentation and stationery was officious yet warm.



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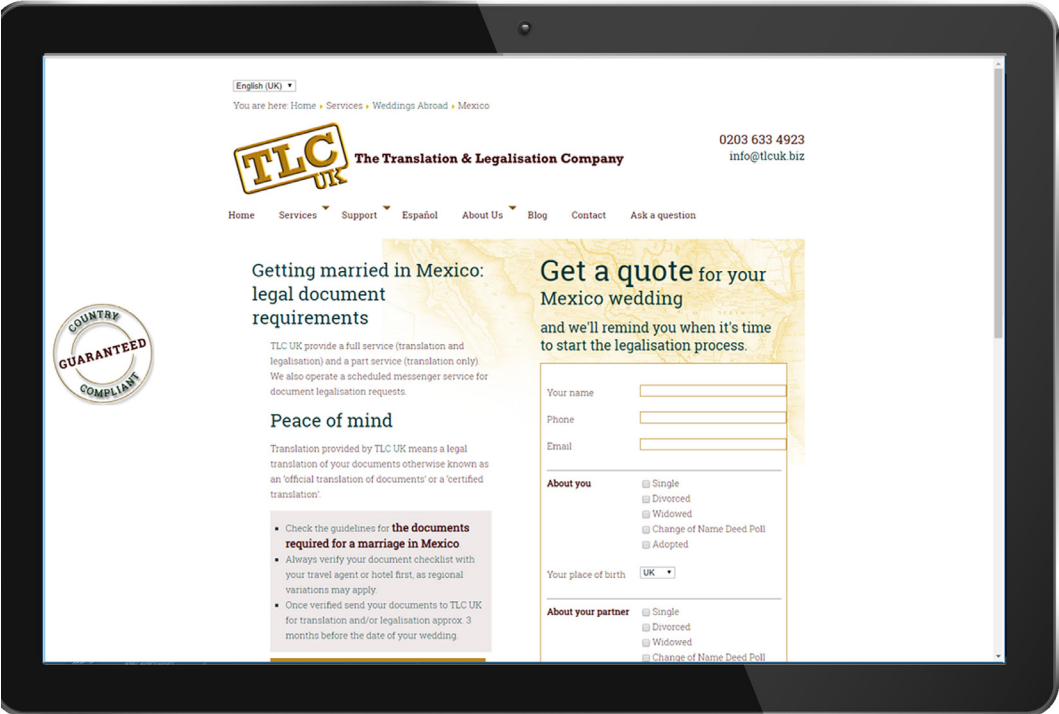
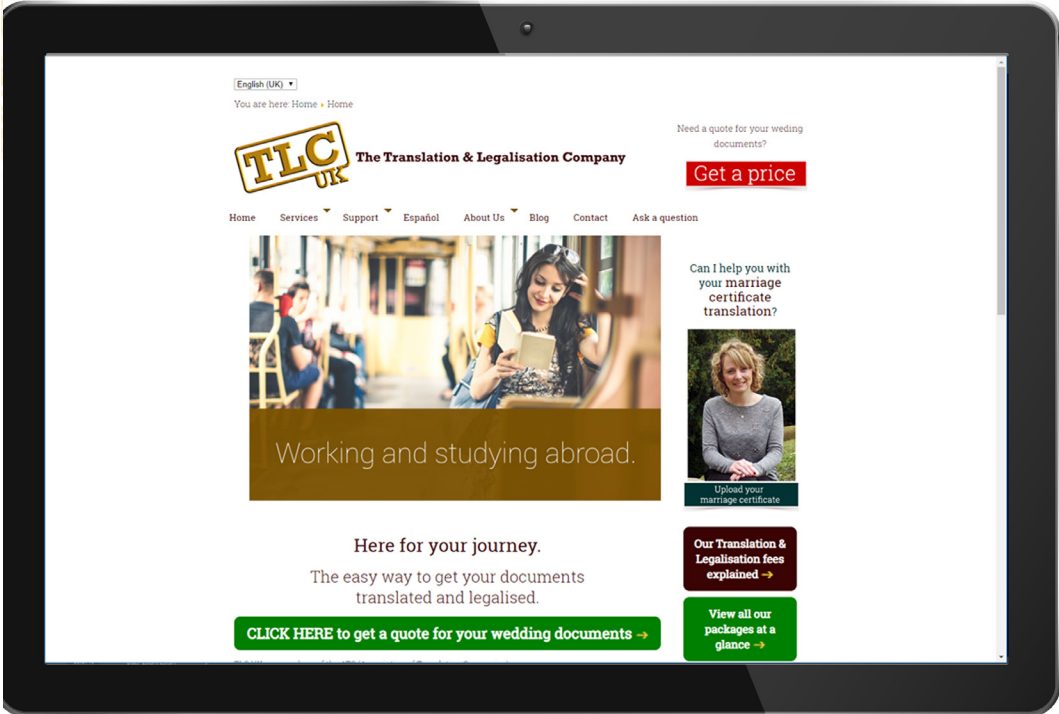
A website was built that focused on helping the customer navigate the different and sometimes complicated legal document requirements needed for their chosen wedding location, making the process straightforward and worry free.

As the company has evolved so too has its website and documents. All the while needing to adjust in line with its customers and positioning while still adhering to the same visual personality of the brand.



2012

2024



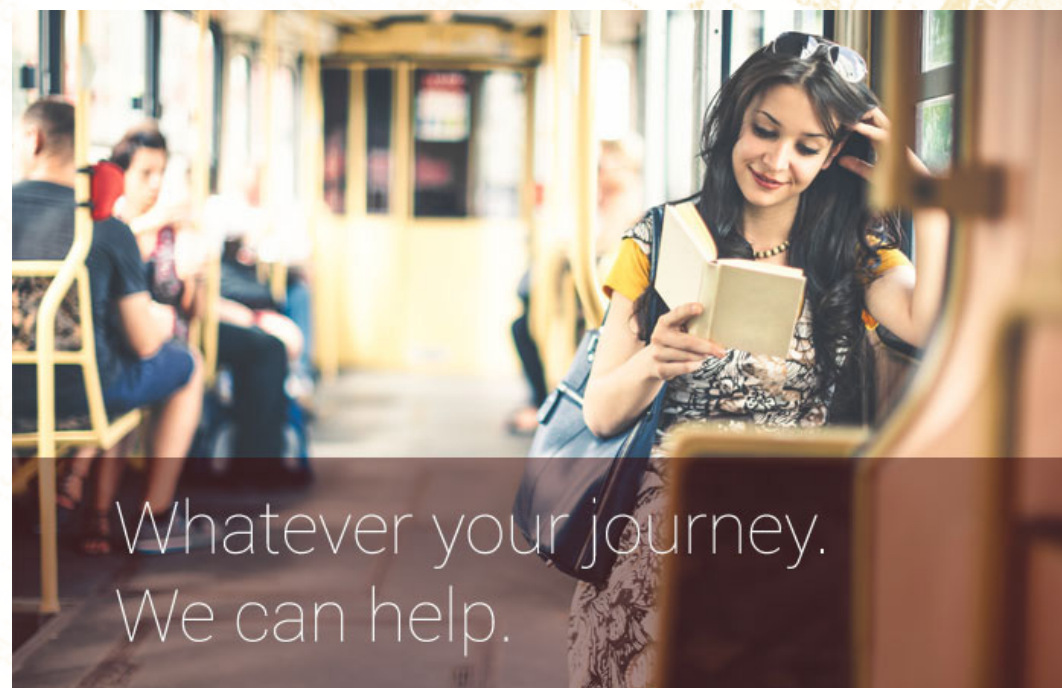
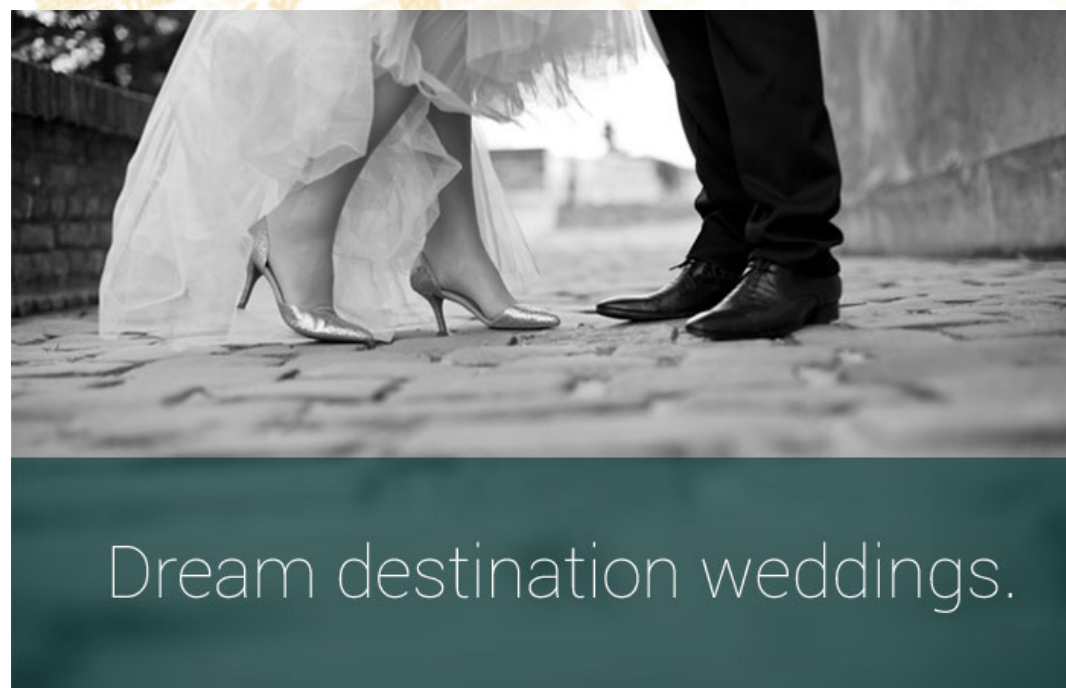
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Because of its name change and alignment of its proposition TLC UK was successful in gaining the new travel agency. It also acquired numerous other major and independent agencies offering destination wedding packages. With a targeted SEO and content output the website also attracted couples and individuals via online searches.

As well as destination weddings its services now include translation and legalisation for working, studying and doing business abroad making it a service for anyone needing translation and legalisation services.

No matter where its messaging appears, the brand's core values and commitments are at the root of their design language, ensuring visual consistency over time and across all channels.



Michael Langley