

Helping the lion roar...

Creating an identity for England Fencing to match its peers

A bit of background...

England Fencing came to us during lockdown with a project to develop the look of England Fencing to primarily be seen over digital channels. Part of this was to develop a new website, but first to look at a revitalised identity.

What was the challenge?

England Fencing has for years been rudderless in terms of its identity. Every new initiative having its own steer on the look and feel for fencing's home nation governing body for England.

It has a website that is jam packed full of information, but difficult to navigate through. With the constraints on the time of the organisation it was decided to streamline down the website. Deliver the information that was needed to be given simply and easily. With the Commonwealth Games coming shortly, this was the project we were given.

Our thinking and solution?

Firstly we asked the board of England Fencing a range of open questions; what they saw the job of England Fencing, What they'd like to see on the website, What they new identity should encompass and where did they see the new identity living?

After a peer review stage our solution took the same route as England Judo, Bowls, Cricket and Football - using the lion. It is a symbol from the coat of arms of England, a link made synonymous by England Football (three lions).

Our solution was to create a lion who's mane is made up by the three fencing weapons (Foil, Epee and Sabre). Add to this the supergraphic texture and strong typography and the final identity works across all touch points. Implementing this on both print and digital expressions create a modern and recognisable identity for the England Fencing.

What we did

- basic research
- identity development
- web development

