

Kimpton Creative brings a young look to Vocal Futures

By Laura Snoad

Kimpton Creative has designed the identity for Vocal Futures, a new charity that aims to promote an interest in classical music among 16- to 22-year-olds.

The charity runs a number of workshops and apprenticeships to get young people involved in all aspects of classical music, including lighting and stage management, as well as putting on performances of classical works.

Kimpton Creative was appointed in March after it was approached by the charity on the strength of previous projects for the arts and cultural sectors, says Vocal Futures project manager Kate Jones.

The consultancy was first tasked with changing the charity's name from Voices Unlimited. It was then briefed to create an identity that would

appeal to the 'difficult age range' targeted by the charity, as well as to donors, says Jones.

The identity uses the idea of a kaleidoscope, where all the constituent visual elements can come together within the shards of the star, says Kimpton Creative founder David Kimpton. The shard sections can be populated with images or with a bright colour palette for the marque.

Kimpton says, 'We wanted to move away from images of static people and performers sitting in seats, to something more energetic.'

Jones adds, 'We didn't want the classic kids with their mouths open and notes floating about.'

The identity will be first seen across the charity's promotional material and stationery, and will also feature on print publicity for individual performances, merchandise and the website, which will launch in the autumn.

