

Petrus Housing



Client

Petrus Housing (part of the Regenda Group)

Challenge

Rebrand Petrus, Regenda's supported housing and related services charity for the homeless.

Solution

Petrus Housing needed a main brand refresh and six sub-brands for their main services. Petrus was formed in 1972 and so we didn't want to move too far away from their existing and well-established brand.

We worked closely with them to update the logo in line with Regenda's corporate brand, whilst maintaining its own identity. We created sets of outline illustrations for each sub-brand, template documents and brand guidelines.

Category:

Branding Creative Design Illustration

Date:

23rd May 2019

Tags:

brand guidelines branding logo social housing