

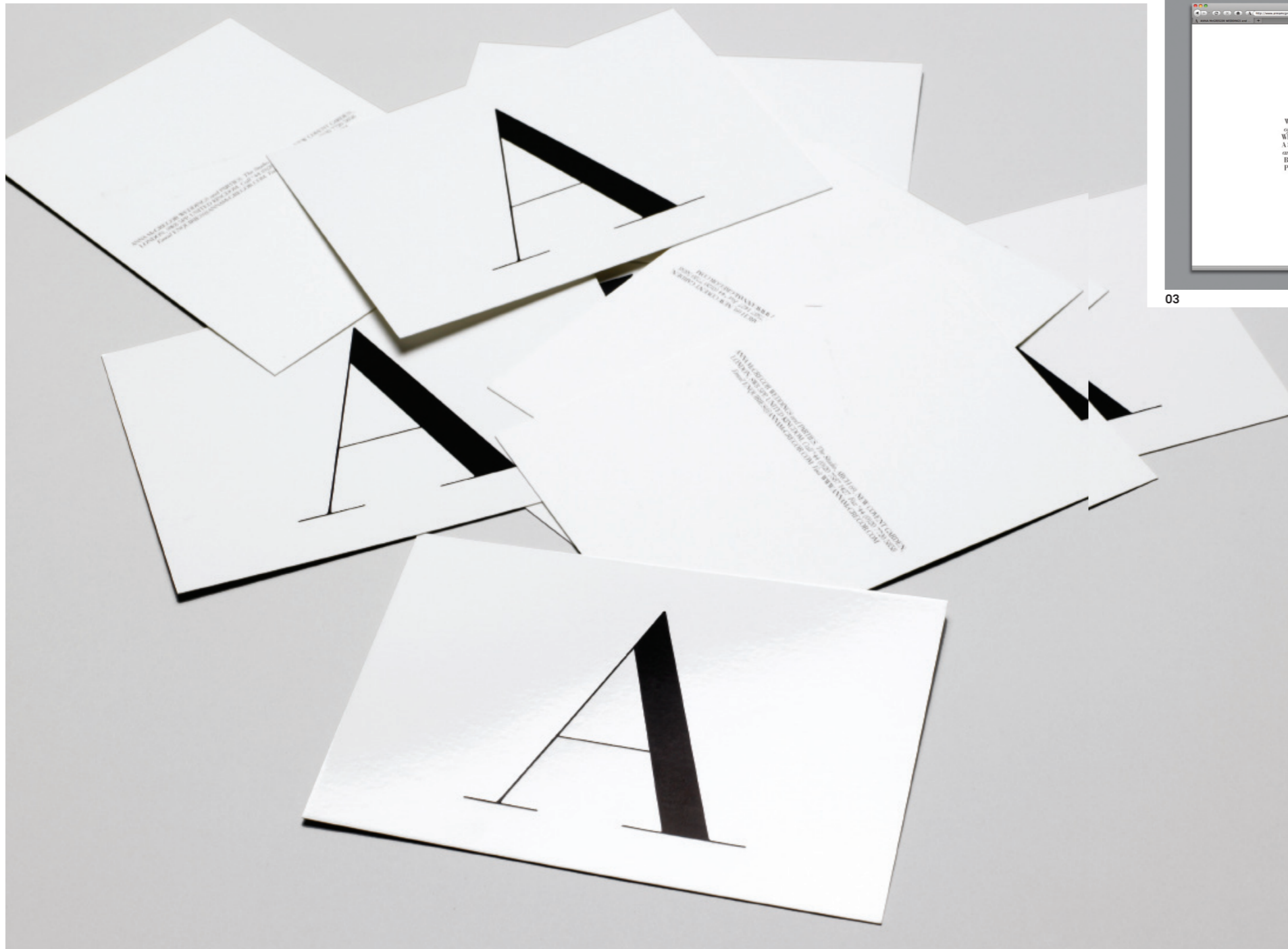
### The brief

How do you select a typeface that communicates timeless classicism and reliability, while at the same time representing an innovative company driven by exciting and memorable party and wedding planning ideas? This was the challenge faced by Surrey design studio Nelson Associates when it was approached by wedding and party planner Anna McGregor to invent slick, stunning visual branding for her company, which would be rolled out across everything from business cards and promotional materials to the company website. The typography also had to complement Anna McGregor's striking event images.



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01 Nelson Associates looked to typography in Alexey Brodovitch's classic 1930's *Harper's Bazaar* designs for inspiration. They chose an **upper- and lowercase italic cut of Bodoni** for the project.



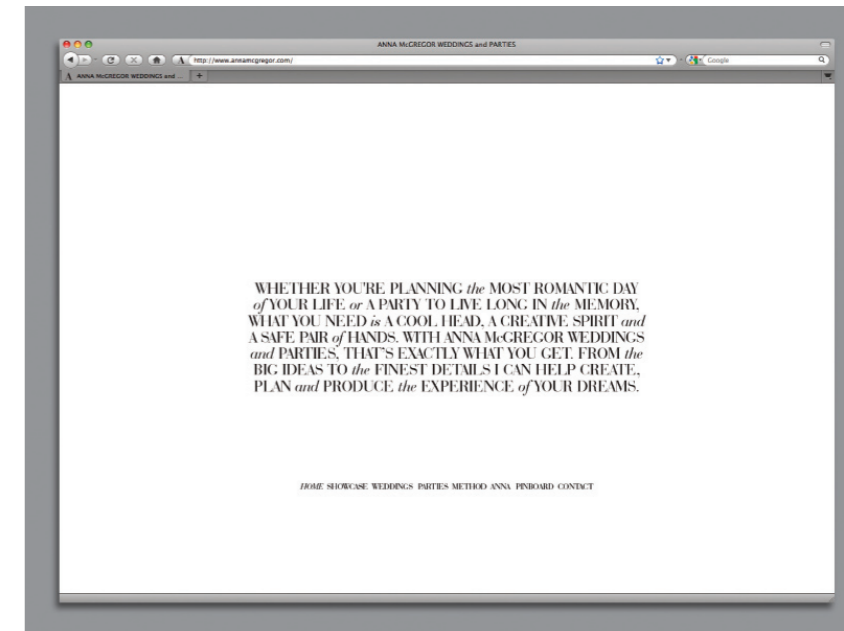
02

## In depth

### Improve your typography design skills



03

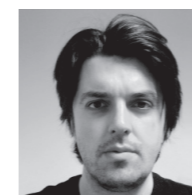


04

02 The first-name initial of the client, Anna McGregor, proved to be the perfect **typographic lead** for the project.

03 The typography had to **complement Anna McGregor's event photography**: stylish and classic, with a fun twist.

04 **Legibility online** was a prime concern when selecting the most suitable type for the branding project, proving that words on the web can be beautiful and clear.



### Case study two: Branding for Anna McGregor

Surrey agency **Nelson Associates** was tasked with creating the visual branding for wedding and party planner Anna McGregor. Typography played a major role in the branding, as creative director Christian Nelson explains

**Anna and her team are renowned for the incredible lengths they go to create exquisite wedding and party experiences.**

The brief for the Anna McGregor brand was to reflect that in a way that felt beautiful and timeless. While there was no brief relating to a specific typographic style for the brand, we naturally felt that an elegant and delicate approach was required for this project.

With a timeless approach in mind, we were inspired by the distinctive aesthetic of Alexey Brodovitch's 1930's *Harper's Bazaar* art direction, particularly the way in which the type was utilised. We all felt that a more crafted classic typographic style felt appropriate, and so we selected the typeface Bodoni particularly because of its varying weights within letterforms. We elevated Anna's initial, 'A', to her identifying mark, which was striking whether stamped, etched or embossed. The elegance of a consistent black and white brand colour palette offered the perfect platform for Anna's vibrant event photography to showcase the Anna McGregor folio.

We developed a typographic execution for specific information that allowed for all copy to be implemented in uppercase, with certain words being pulled out in an upper- and lowercase italic cut of Bodoni. The only revisions during

the creative process involved working out what information needed more emphasis over other parts, and which particular cut of Bodoni we should work with.

With the creation and direction of brands, we're always looking to explore a more interesting approach and to really push the client. With this brand we're really pleased with the overall direction and execution. It immediately suggests to potential clients that Anna McGregor and her team do something unique, that's also very beautiful, with the typography very much alluding to this impression.

[www.nelsonassociates.co.uk](http://www.nelsonassociates.co.uk)

#### Client reaction

"At every stage in the creative process Nelson Associates have surpassed my expectations – their service has been inspiring and fun as well as totally professional and polished. It has been a pleasure to work with them and I am thrilled with the brand identity and website that they have designed and realised for me."

**Anna McGregor, founder**