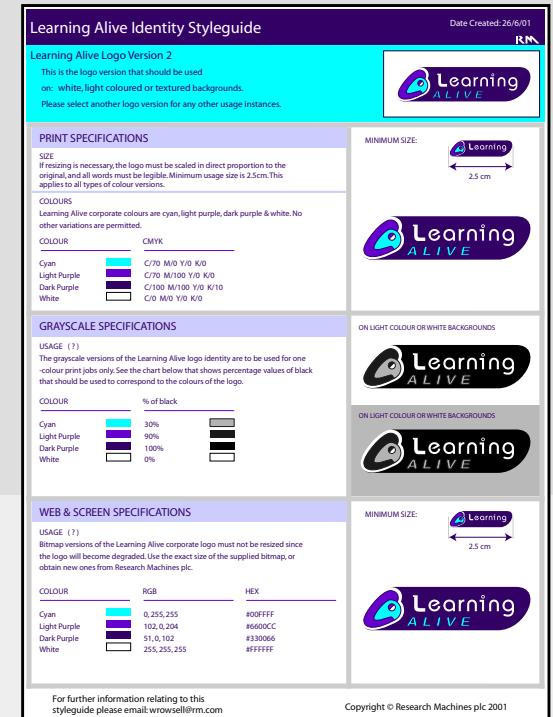
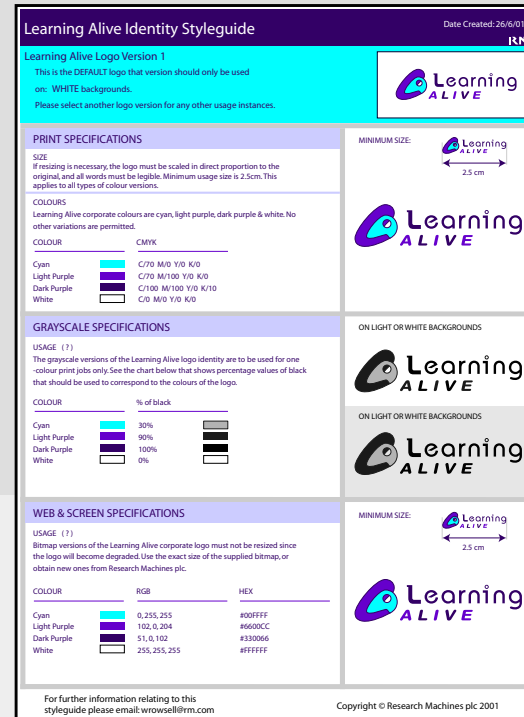


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WILLIAM ROWSELL  
 DESIGN

## BRAND IDENTITY - LEARNING ALIVE



ITEM TITLE: Learning Alive Logos, Version 1 & 2

ITEM TITLE: Learning Alive Logo Version 1 Styleguide

ITEM TITLE: Learning Alive Logo Version 2 Styleguide

TITLE: Learning Alive Brand Identity  
 CLIENT: Research Machines PLC

PURPOSE: To rebrand a suite of products under one new family name that will act as the main identifier/Portal for RM's product range. The design brief included; development of all branding collateral (print and electronic), a web design strategy and UI, and report identifying sector competitor strategies.