

X-tra special for X-Zone concept



A campaign to create a brand and artwork concepts for Wigan Leisure Trust proved to be X-actly what the client wanted.

Wigan Leisure Trust asked Lemon Zest to come up with ideas for a brand and artwork concepts for a youth project - X-Zone - a new project focussing on Friday and Saturday night activities for young people aged 11-21.

Lemon Zest was asked to produce a leaflet with a tear-off consent form, an information card to be retained by the young people and an item to identify staff members.

They created a contemporary, colourful, distressed/grunge look and feel for the artwork so that it would appeal to the whole age range - the younger users would prefer to be treated as teenagers, and the older users would appreciate the youthful/current design layout.

As well as the brand and artwork concepts, they were also asked to come up with an identification item for staff who had said that they did not want branded hats, waistcoats or any other items of clothing.

Lemon Zest's response - a 'Backstage Pass' - was a winner. They incorporated a plastic wallet on a coloured lanyard which contained a printed card identifying the wearer as a staff member/crew. The lanyard also contained a copy of the ground rules on the back of the ID so they could be shown to any young person who was behaving inappropriately.

Lemon Zest review design blogs daily in order to analyse trends and keep abreast of cutting-edge design.

Contract Value

£380 plus print (<£1,000)

Young at Heart

The client was extremely pleased with the products produced which were the result of extensive research by Lemon Zest. They produced the artwork based on current styles while being aware of the target age of the service users. Lemon Zest review design blogs daily in order to analyse trends and keep abreast of cutting-edge design - a reflection of their passion for keeping their finger on the pulse.

Success Rate

The client was very pleased with the results of their work and this was mirrored by the young people - the initial run of leaflets was picked up by the young people in a short time resulting in a reprint of the leaflet and cards.

