

BLAKE

Inspiring environmental leadership

STRATEGIC DIRECTION

In 2018 we communicated a change in direction for BLAKE, including the development of a new strategic plan that ensures all our programmes and events align with Sir Peter Blake's environmental goals, with a particular focus on our country's young people.

***"We want to restart people caring for the environment...
through adventure, through participation, through education and through enjoyment"***

- Sir Peter Blake, final log entry, 4 December 2001

This was a timely opportunity to review our brand framework and enhance our visual identity to better reflect our new strategy, structures and offerings in ways that feel more consistent, and allow us to move forward with a new visual identity.

We felt the brand needed to be refreshed to be more dynamic and reflective of the young, future-focused and inspirational organisation we aspire to be.

As such we engaged Insight Creative to help us develop a new brand framework that includes a new Masterbrand and a system of sub-brands with their own suite of colours and textured backgrounds that elegantly fit together and reflect all that we have to offer.

BRAND STORY

The need for environmental leadership has never been greater and New Zealand has an important role to play in shaping global thinking and leading by example.

Inspired by celebrated yachtsman and environmentalist Sir Peter Blake, BLAKE is a not-for-profit organisation committed to supporting people to step up and care for the environment. We do this through life-changing environmental leadership and recognition programmes with adventure, participation, leading-edge experiential learning and enjoyment at their core.

Our world-class programmes aim to motivate and educate people to lead a sustainable future for Aotearoa. Over the next three years, our education programmes aim to teach and inspire 40,000+ young people to care for the environment and our leadership programmes will educate at least 400 young people to lead the changes that will deliver this country a sustainable future.

BLAKE continues the legacy of a man committed to inspiring people to care for the environment. A man who was always prepared to test the boundaries by challenging New Zealanders to step up, challenge what they believe they are capable of, and dare to strive for a different world by focusing on the future.



BRAND FRAMEWORK



EXAMPLE BRAND APPLICATIONS



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