

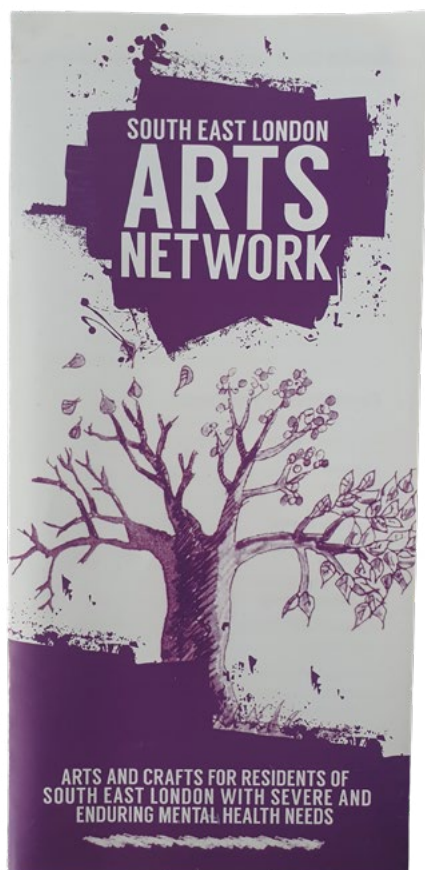
Arts Network Logo refresh

Design journey How we got here

November 2025

Why a logo refresh?

The Arts Network logo has evolved over our 29-year history, and our recent relocation to a new home in Deptford felt like a natural time to reflect upon and refresh our design and improve on our digital accessibility, in consultation with our members.



Our design fundamentals

The key motivations and focus in our design refresh were clarity, accessibility and representation, keeping in mind key principles of unity and flexibility for the updated designs.

We are proud of the charity and want to showcase our members' creativity and individuality to platform their voices, reframe understanding of mental health for the public, and champion the fantastic diverse community of members that make up Arts Network.



Process

We organised focus groups and creative workshops with members, staff and trustees, run by Graphic Designer Lily Forbes.

Workshop 01:
We collected thoughts about what the charity means to members, and reviewed logos from other organisations.



Workshop 02:
We discussed our current logo and how we feel it could be improved. We created new logo ideas together, using collage, drawing and discussion.



Process

We continued consultation with members and initial designs were developed. Voting then opened online and in-person, allowing members to select their preferred design.

Logo option 01



Logo option 02



Process

The selected logo was centred around ‘framing’, with member contributions helping towards creating a final design. The frame provides a flexible space to showcase artwork and the individuality within our membership.

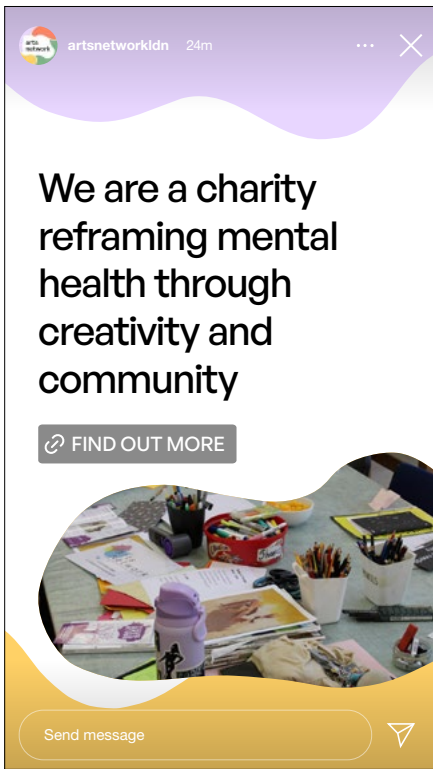
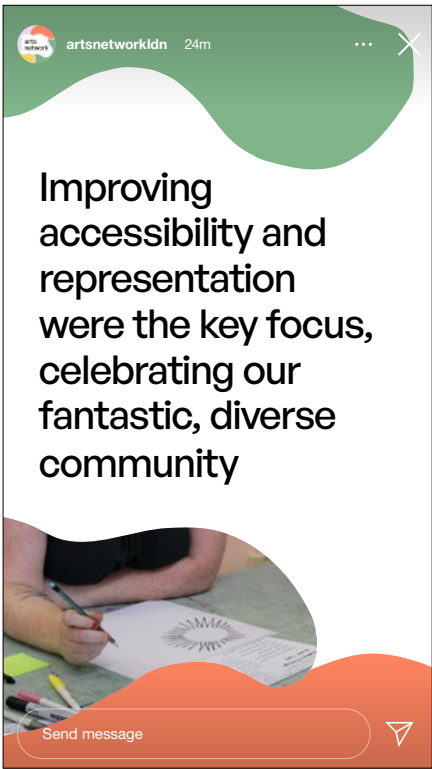
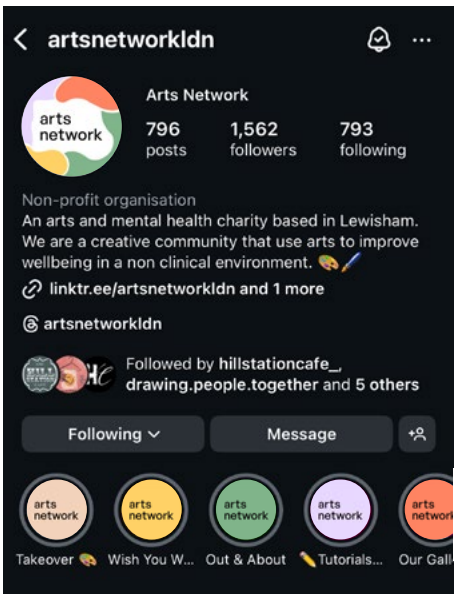


Final designs

Logos



Social media assets



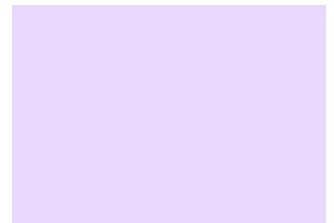
Colour

The colours were chosen inspired by the surroundings of Arts Network and through conversations with members. Each colour is grouped by theme to create an empowering palette.

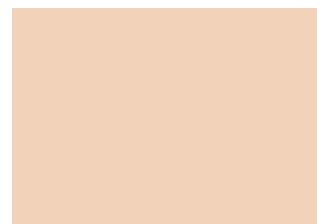
Brightness and vitality



Nature and possibility



Calming and grounding



Testimonials

“I’m interested in seeing how the logo could encompass art from within the studio and from different members. A collage of members’ artwork.”

Ipir, Arts Network Member

“It connects and combines the ideas of the designs and creates a puzzle or map effect. I liked having the freedom of choice between different designs.”

Mark, Arts Network Member

“This logo brings a sense of a brand-new venture in Arts Network’s future for its members and marks our history in the lead up to our 30th anniversary. This will show how we have evolved and progressed as a project, and it’s a stepping stone into our future.”

Brigitte, Arts Network Member

“Involving our members from the get-go was very important and we had an open process to include their perspectives, ideas and feedback all along the way. Lily brought the final design together through collaboration — which is exactly what Arts Network is built on. The logo is now flexible for different needs and it will reflect the diversity of our membership. We’re excited to activate the branding with creative elements made by our members and to continue our learning.”

Kate Price, CEO Arts Network

“Working with Arts Network on this project was such a joy, the space is full of energy and feels so inspirational. I’m so pleased with the final designs and loved the process of creating collaboratively with members.”

Lily Forbes, Graphic Designer

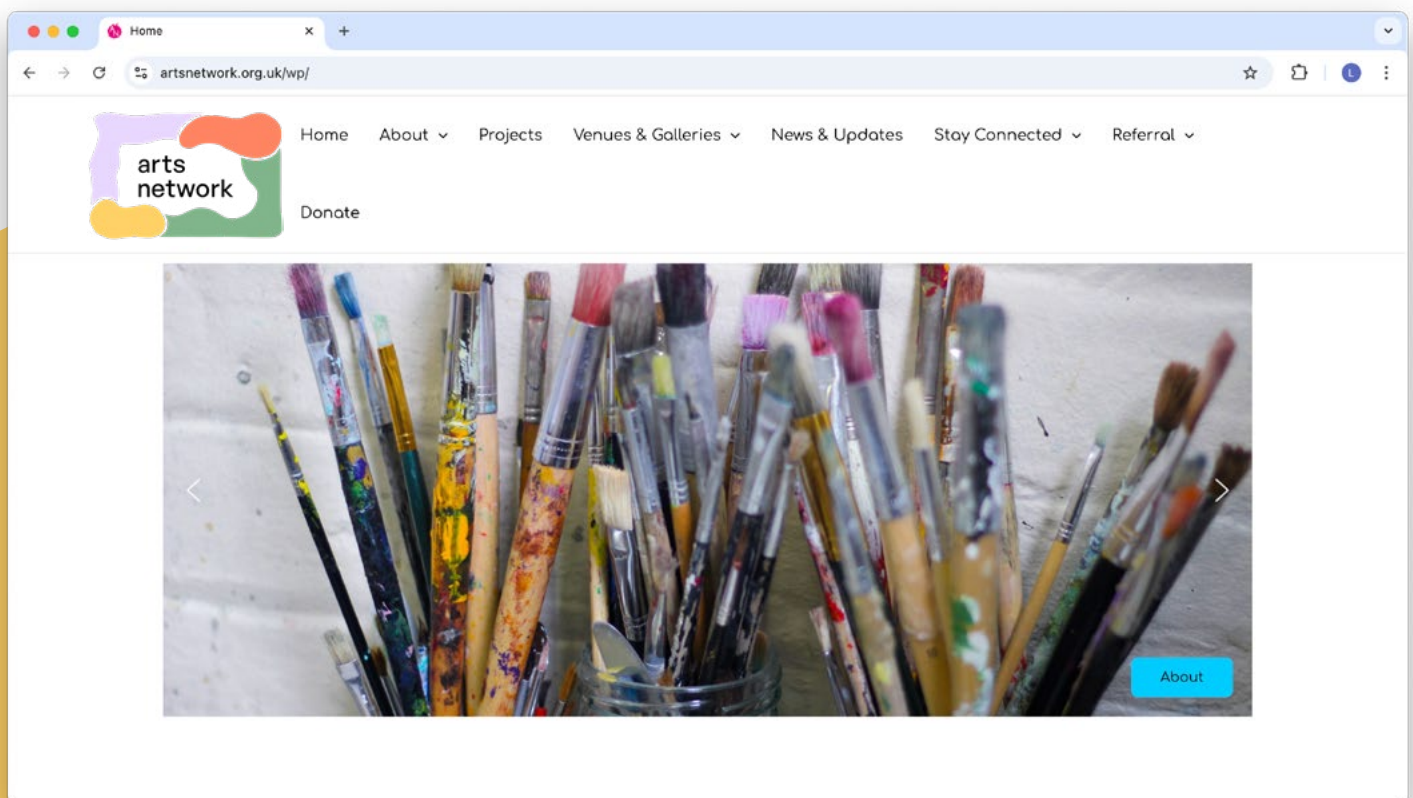
Next steps

Step 01: We will continue consultation and involve members in how the final design is now used across our creative programme. Activating the logo with their artworks and experimenting with new elements such as animation.



Next steps

Step 02: We will continue to evolve our visual communications and improve on digital accessibility across our website and online channels.



Thank you!

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