

The City of Milton Keynes

The City of Milton Keynes aims to double in size over the next 15 years. To achieve this the city needs to attract new investors, new businesses, and new residents. 'i-am' helped English Partnerships and the City Council to create a new brand story for Milton Keynes that is both true and far more compelling than 'concrete cows and roundabouts'.

The Brief:

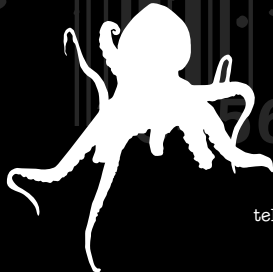
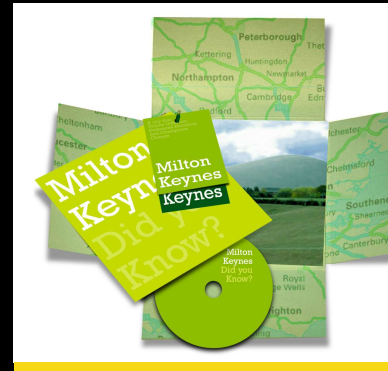
'i-am' were asked to explore what made Milton Keynes truly unique and were then required to devise a strong communication strategy and accompanying visual identity to best demonstrate the city's aspirations, its qualities, its values and its unique personality to the outside world.

The Solution:

A new, true and inspiring vision demonstrating the values and aspirations of all the city's inhabitants: Milton Keynes, 'the city that thinks differently'. A new brand identity and visual language with brand bible demonstrating application of design principles across all forms of visual media.

The Result:

A vibrant and more dynamic presentation of Milton Keynes for the next ten years. Tangible delivery of the benefits on offer to attract new business, investment and residents to the area.



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