

Friends of Tower Hamlets Cemetery Park

About the Friends of Tower Hamlets Cemetery Park

The Friends of Tower Hamlets Cemetery Park (FoTHCP) is an award-winning charity working to protect, preserve and care for the Cemetery Park. The site includes one of the historic 'Magnificent Seven' Victorian-era London cemeteries and adjoining areas including Scrapyard Meadow and Ackroyd Drive Greenlink. The 31-acre Local Nature Reserve is a Site of Metropolitan Importance for Nature Conservation and London's most central urban woodland.

Our passionate trustees, staff and volunteers share their energy, expert knowledge and vision to shape the future of the park for the benefit of all who use it.

Founded in 1990, we are the custodians who seek to protect, commemorate and share the history of Tower Hamlets Cemetery Park and maintain and develop it for enjoyment, remembrance and learning. We aim to improve London's natural environment; public engagement with nature and understanding of its local history; support local health and wellbeing; and build social cohesion. Each year we provide hundreds of activities and volunteer opportunities for the benefit of the local community, many of which are free or subsidised.

Why are we thinking about our brand now?

It is important that we increase our visibility as a charity of custodians. We know that those who know about Tower Hamlets Cemetery Park love the space. But recent community engagement events have demonstrated that there is a knowledge gap with respect to the role of the FoTHCP and the progress we have made/continue to drive.

Our charity has grown and evolved, with a wider range of activities and priorities. We acknowledge that we mean different things to the community we serve:-

- we are a place for reflection and to celebrate the history of the local area;
- we are a haven for wildlife and biodiversity, with woodlands and meadows; and
- we provide a safe and welcoming environment for all - to self-explore, participate in community events, volunteer and/or learn.

We expect to significantly increase future marketing opportunities - via park signage/notices; trails; events; community engagement and online. In 2022, we completed our first Conservation Management Plan. This documents our progress to date and sets a robust foundation for the next 30 years of our work - across nature, heritage, monuments, visitor experience, community engagement, events and more.

Current Brand / Logo



The logo features the Charterhouse graves and has been in use since the 1990s. Whilst these graves are significant, they are not the singular main feature within the site, nor are they particularly clear on existing signage. The font (where it appears alongside this image) is also unclear to readers, especially when embroidered. In most of our signage and social media we have adopted the clearer, Roboto font, as noted below.

We have established an identity as the Friends of Tower Hamlets Cemetery Park (or 'the Friends'). On social media/online we occasionally use FoTHCP but this acronym is not a widely used brand name (and nor do we want it to be).

We use 'heritage' colours, and a project 4-5 years ago saw us adopt some attractive colour palettes. These have been used in various communications, and we think work quite well. The main logo (and staff uniforms) are heritage (forest) green - and we expect this to continue. We do not delineate programmes by colour (eg nature being green, heritage purple) and as many of our activities blend multiple features would consider this to be restrictive.

Logo Development

In 2020, we began a review of our brand. However, against other priorities (and then the pandemic) this fell down the priority list. Now, however, we feel the time is right to reevaluate this.

We consider the following to be very close to a desirable design.



However, we are keen to explore ideas and whilst the above is very close to what we want, we would like to see new variants.

- **Must-haves:**
 - Clear font, which can be embroidered and printed in detail and is appropriately accessible/legible
 - Heritage colours, with a strong contrast (forest/emerald green). The design must work in black/white too
 - Nature and Heritage are of equal importance within the design
 - Not exclusively religious symbolism - it is important to us that we recognise all faiths among both the buried and today's visitors and are inclusive
 - Must fit (or have a version) that fits in a square for social media etc.
- **Nice to have:**
 - All text for the name in the same size font 'Friends of Tower Hamlets Cemetery Park'
 - A design which points to community (people, activities, volunteering)
 - A design which demonstrates connection/ relevance to a London's East End
 - Additional logo version which embeds 'Registered Charity: 110716' to make our charitable status clearer

Our Mission

To protect, care for and promote Tower Hamlets Cemetery Park as a place for public enjoyment and learning.

Our Values

1. Growth - We endeavour to ensure that everyone can benefit from the Cemetery Park and have the opportunity to grow as a person.
2. Freedom - We champion the possibilities offered by the Cemetery Park to support learning, nature and heritage.

3. Friendship - We work in friendship with our staff, volunteers and the wider community.
4. Openness - We feel that the Cemetery Park and charity should be accessible to everyone.

Style & Personality (tone and brand voice)

- **INSPIRING** > We're upbeat and down to earth. We inspire excitement and curiosity in history, culture, the natural world and the beauty of Tower Hamlets Cemetery Park.
- **CARING** > We care about people and our community. We provide a friendly, welcoming and supportive environment for all to relax, learn and enjoy themselves. We're sensitive and respectful to people, wildlife and the social history of the area.
- **KNOWLEDGEABLE** > We're passionate experts. We share expertise and promote awareness of local wildlife and cultural heritage.
- **COLLABORATIVE** > We bring people together to share experiences, knowledge and skills. We work collaboratively with local residents, volunteers, community groups and other like-minded organisations
- **RESOURCEFUL** > We're ambitious and dedicated. We work hard to achieve a lot with a little, adjusting to the needs of our community and environment.
- **CREATIVE** > We're forward-thinking and inventive. We always look for new and creative ways to tackle challenges.
- **THERAPEUTIC** > We promote health and wellbeing. We provide a calm and peaceful space for relaxation and remembrance.

Typography

Noto Serif JP (serif)

Roboto (sans serif)

NB: Guidance and a review if these are accessibility friendly would be helpful as we look to refresh materials. Particular emphasis on online and physical signage onsite.

Colour Palette



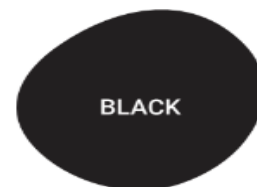
LIGHT GREY
RGB 192, 192, 192
#c0c0c0



GREY
RGB 144, 144, 144
#909090



DARK GREY
RGB 61, 61, 65
#3d3d41



BLACK
RGB 0, 0, 0
#000000



LIGHT PINK
RGB 255, 189, 202
#ffbdc0



MID GREEN
RGB 29, 112, 93
#1d705d



DARK GREEN
RGB 5, 51, 49
#053331

We expect to keep the greens in our branding overall. The palette should also be expanded with additional complementary colours as well.

Asks

1. Finalise new logo design(s) for review including a range of potential uses, advice on language/tone of voice and simple brand guidelines for staff and volunteers.
2. Support adoption (tweaks in Canva, Microsoft Office page designs)
3. Potentially support new website design and refresh

Timeline

To be negotiated - ideally designs would be finalised by September and adopted in Q4.

Budget

To be negotiated

Contact / questions:

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