

# Whitewater Creative

## Design and Branding Solutions

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### **Case Study: Restore Complete Rebranding (Local Businesses)**

#### **Project Overview**

Bury St Edmunds Women's Aid, a longstanding charity supporting survivors of domestic abuse, sought a rebrand to celebrate their 50 years in the town. The charity wanted to present itself as more inclusive, moving beyond traditional stereotypes and symbols, and appeal to a broader audience, including men and young adults. In addition to the rebrand, they decided to change their name from Women's Aid to Restore, believing this new identity better reflected their values. Whitewater Creative was tasked with leading the full rebrand, design strategy, and execution to align their visual identity with their core mission of respect, empathy, and empowerment.

#### **Challenges Client Was Facing**

The charity's previous visual identity felt outdated and didn't resonate with their expanded audience. The old purple logo, along with the use of stereotypical imagery like butterflies and rainbows, failed to communicate the modern, inclusive, and supportive environment that Restore wanted to embody. The charity needed a brand that was welcoming to all, without losing the focus on its core values and mission to support survivors of domestic abuse. They also wanted a fresh identity that would represent their new direction while honouring their long history and commitment to the community.



## **Our Approach and Process**

We began by diving deep into the essence of the charity's mission and values. The goal was to design a new identity that reflected the inclusive, supportive, and empowering environment Restore sought to create. This involved thorough discussions to understand the new direction, as well as the broader audience they wished to connect with. The rebrand needed to visually represent Restore's core values:

- Respect
- Empathy
- Support
- Trust
- Outreach
- Refuge
- Empowerment

With these values in mind, we focused on creating a modern, fresh, and approachable identity. We chose a turquoise and orange colour scheme, using Brandon Grotesque for the typeface to convey modernity and approachability. We also decided to incorporate symbolic elements into the design to reinforce the charity's message of empowerment and outreach.

## **Our Solutions and Outcomes for the Company**

The rebrand resulted in a refreshed logo and visual identity that met Restore's needs for inclusivity, modernity, and a clear reflection of their values.

- Colour Palette:
  - Turquoise symbolises tranquillity, calmness, and healing. This was crucial in reflecting the support and peace Restore provides for survivors of domestic abuse.
  - Orange was chosen for its vibrancy and energy, symbolising optimism, encouragement, and the hope that Restore offers to those seeking a path to recovery.

- **Typography:**
- We selected Brandon Grotesque, a sans-serif typeface that conveyed both modernity and friendliness. The use of lowercase letters made the design feel more accessible and welcoming, aligning with Restore’s goal to present itself as a charity that is approachable, contemporary, and inclusive.
- **Logo Symbolism:**
- The design incorporated two hands within the ‘o’ of the word “Restore,” reinforcing the idea of outreach, helping hands, and support for survivors. The circular full stop at the end of the brand name symbolised completeness and unity, suggesting that Restore is a comprehensive solution for those in need of support.

The tagline—“Supporting Survivors. Restoring Lives.”—was carefully placed to complement the logo without overshadowing the brand name, ensuring it reinforced Restore’s core mission.

## **The Results and the Impact They Had for the Company**

The rebrand has had a profound impact on Restore, enabling them to clearly communicate their updated identity and values. The new logo, colour palette, and typeface helped establish a more modern, welcoming, and inclusive image.

- **Broader Appeal:** The fresh design resonates with a broader demographic, including men, young adults, and a more diverse audience who now feel more invited to engage with the charity’s work.
- **Brand Recognition:** The clear and modern visual identity has made Restore stand out more prominently, reinforcing its credibility and professionalism in the eyes of supporters, partners, and the public.
- **Engagement:** The rebrand helped improve the charity’s connection with both existing supporters and new individuals seeking help.

- The approachable and vibrant design elements have made it easier for them to reach new donors, sponsors, and members of the community.

The new identity has given Restore the visual tools it needs to continue its critical work and is a powerful symbol of its commitment to healing, empowerment, and support for survivors of domestic abuse.

# restore.

Women's Aid. Supporting Survivors. Restoring Lives.

Restore Women's Aid supports all survivors of domestic abuse, providing information, guidance, support and advice.

Our service is available to women, children, young people, and male survivors. We recognise that anyone can experience domestic abuse regardless of age, sex, gender, sexuality, race, ethnic or religious group, class or disability.

**We Offer**

- 1:1 Appointments
- Drop-ins
- Peer Support
- Courses – Freedom Programmes, VOICE, Who's In Charge, Power to Change, Expect Respect, Escape the Trap, Helping Hands, Male Survivor's Recovery Programme
- Creative Workshops
- Refuge Accommodation

Email [admin@restore-wa.org.uk](mailto:admin@restore-wa.org.uk)  
Visit [www.restore-wa.org.uk](http://www.restore-wa.org.uk)



Reg. charity no. 276883 - Company registered no. 1338724





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## Services:

Design • Branding • Photography & Videography • Artworking  
Email Campaigns • CGI Rendering

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