



L&D Name and Visual ID Ideas

Round 1 Concepts





Proposition

Push yourself out of your comfort zone and explore the wonder of learning at Merlin.



Route 1: School

Mount Everbridge

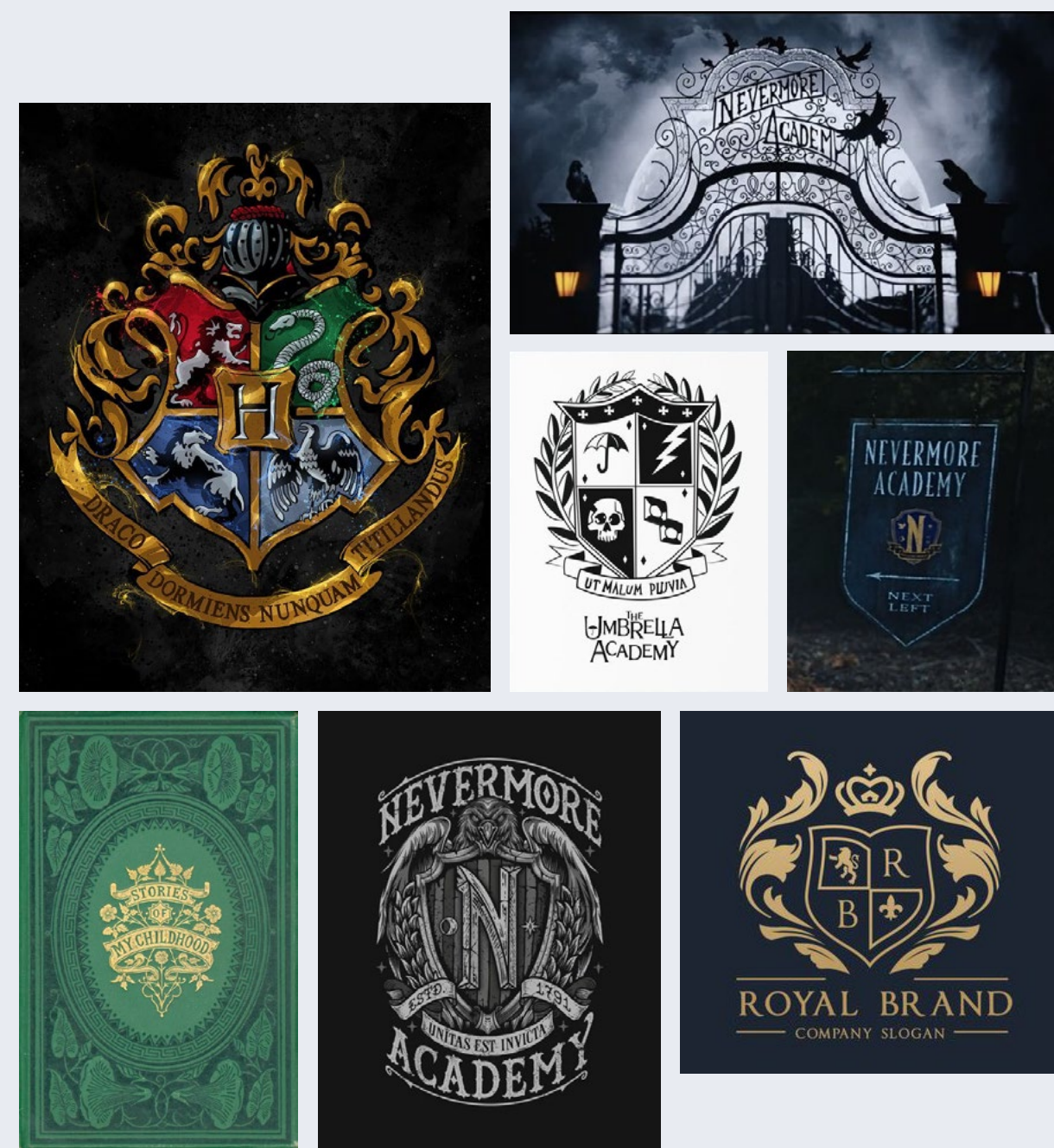


Route 1: Mount Everbridge

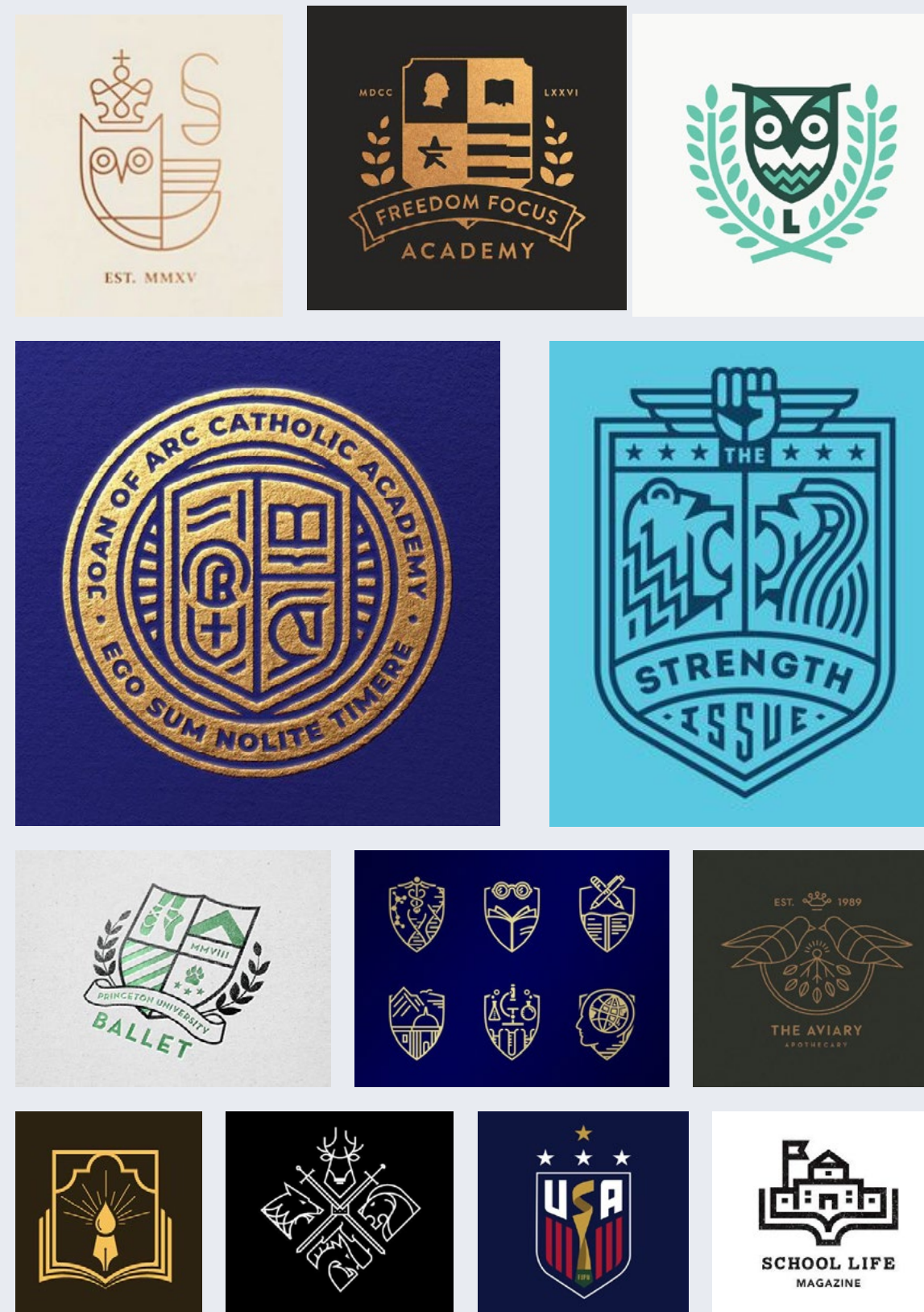
As entertainment destinations, Merlin attractions are all about creating a sense of boundless wonder for their guests. As a career destination, Merlin Entertainment offers unique and memorable experiences that push people to leave their comfort zone and learn new things, turn their core competencies into career-defining strengths, and excel along a development path unlike any other.

Projecting the vision of a school at the centre of wonder and learning, and with a name inspired by the majesty of the world's highest peak, Mount Everbridge invites Merlin employees to aim higher, push their limits, and reach the summit of everything they're hoping to achieve in their careers. Whether they're learning to lead, mastering new technologies, or moving between operational teams and Merlin resorts, this globally-recognisable brand identity will surprise, delight, and empower employees at every stage of their learning journey; serving as a bridge to explore new possibilities and live this life-long adventure to its absolute fullest.

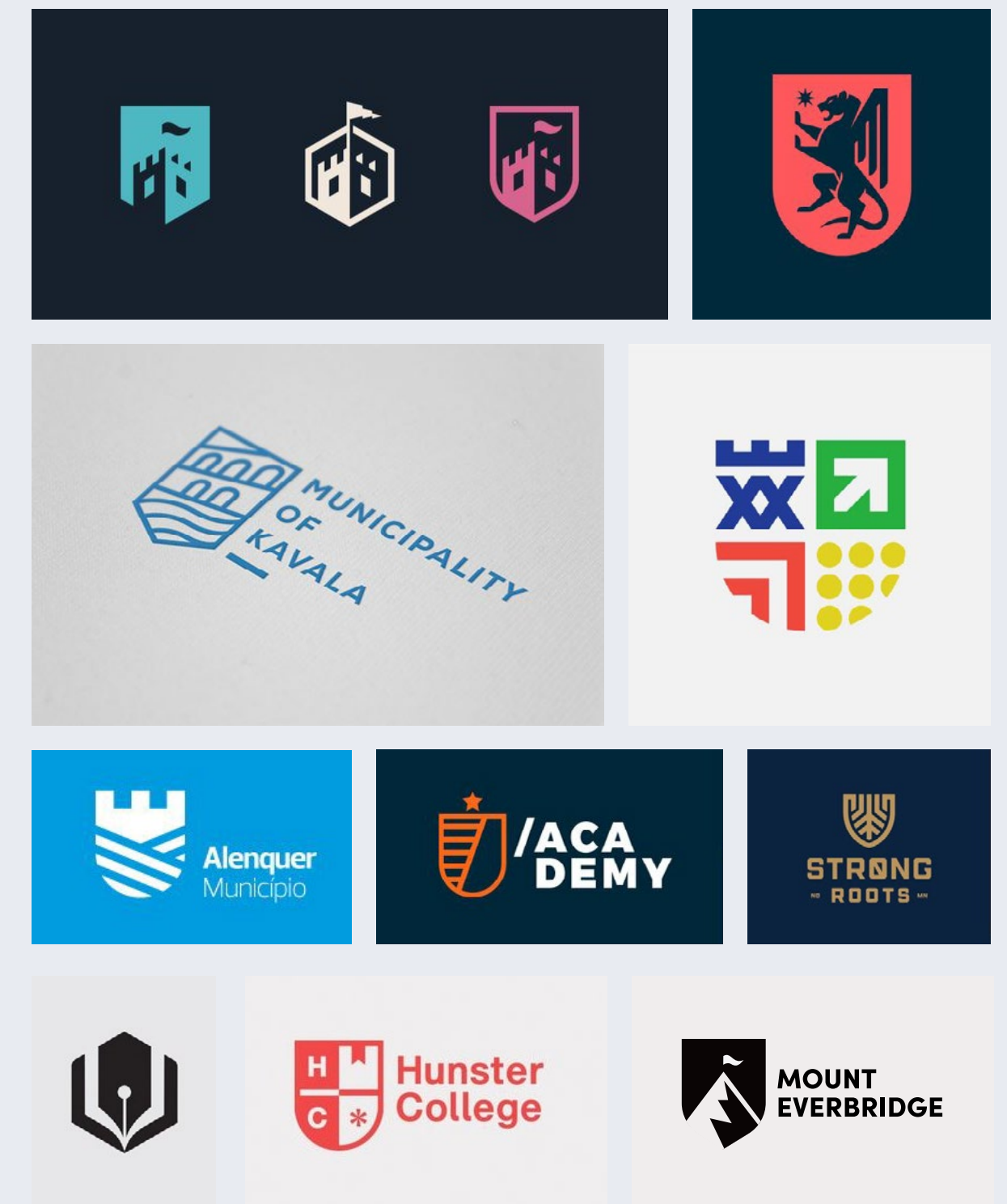
Mount Everbridge Mood Board: School Badge / Logo



Traditional / Magical



Modern



Minimalist

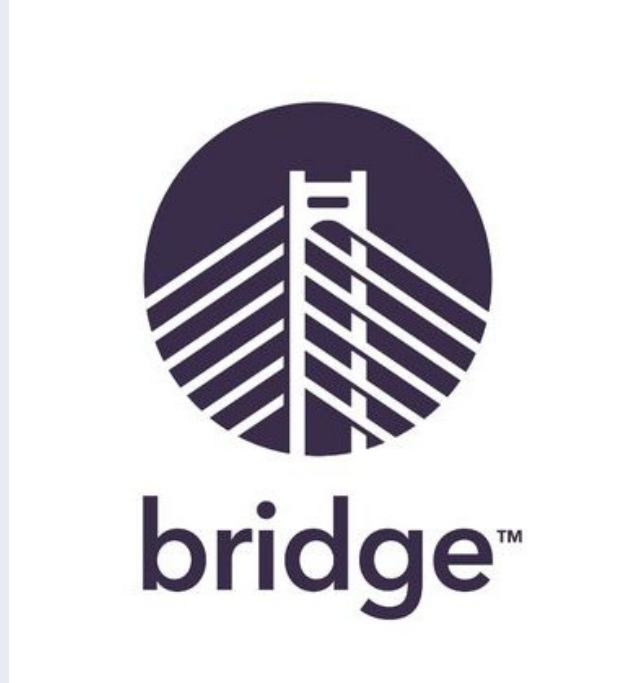
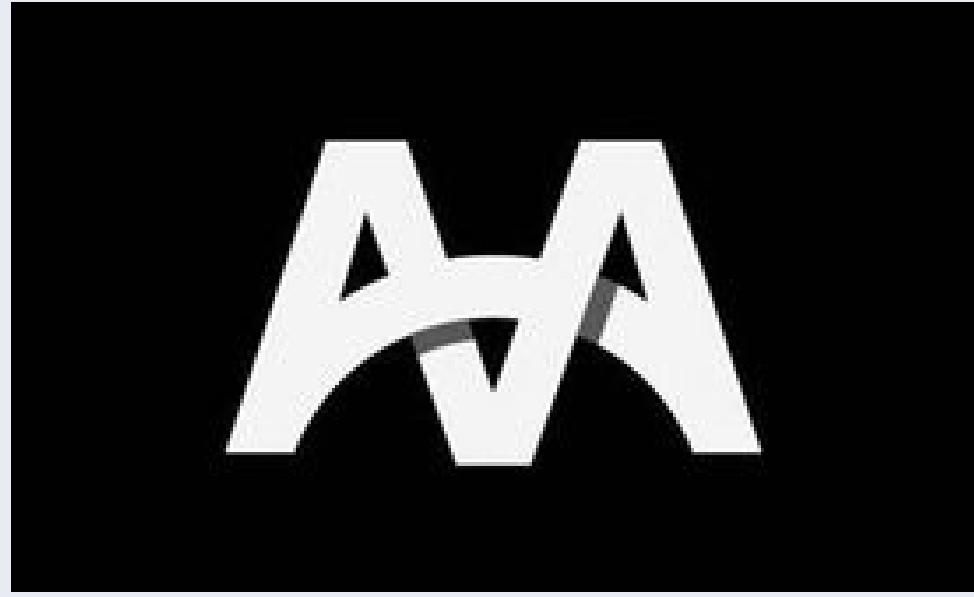
Mount Everbridge Mood Board: Mountain Icon / Logo



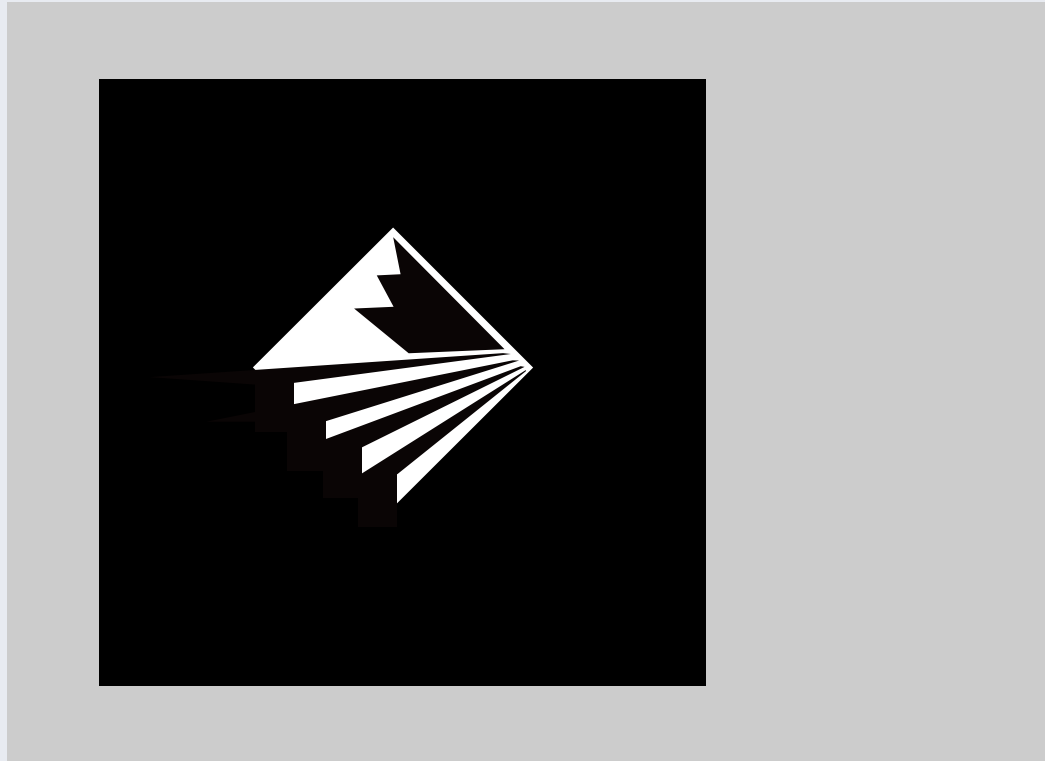
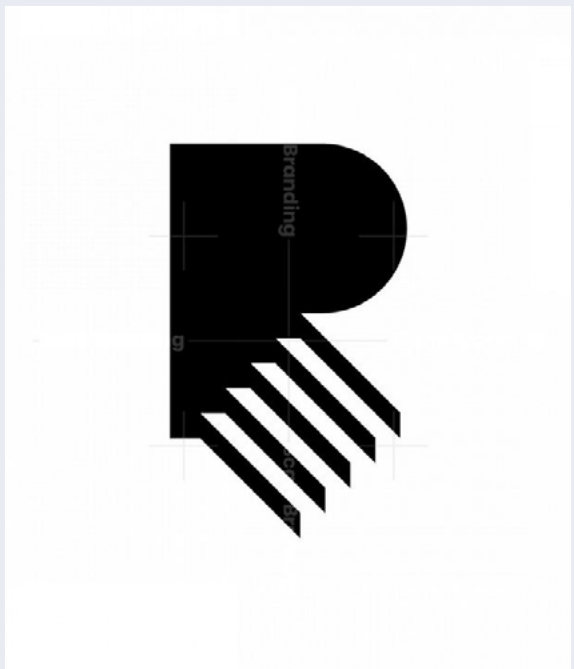
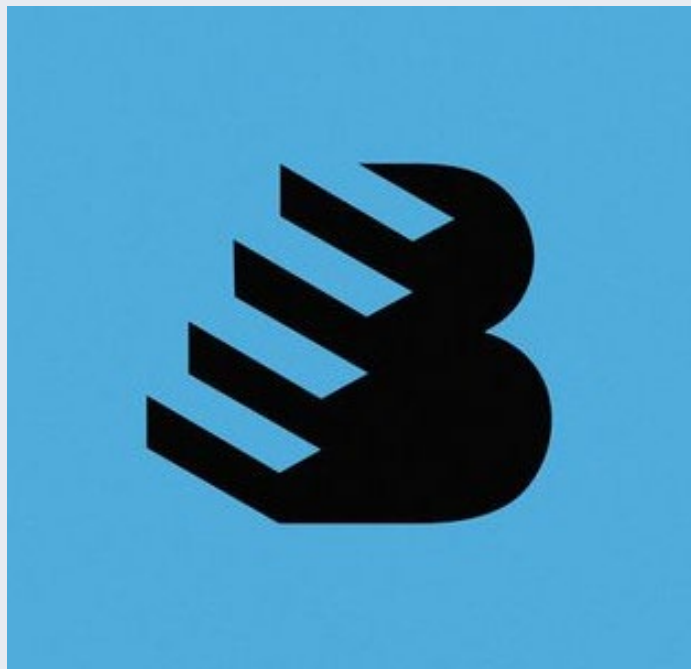
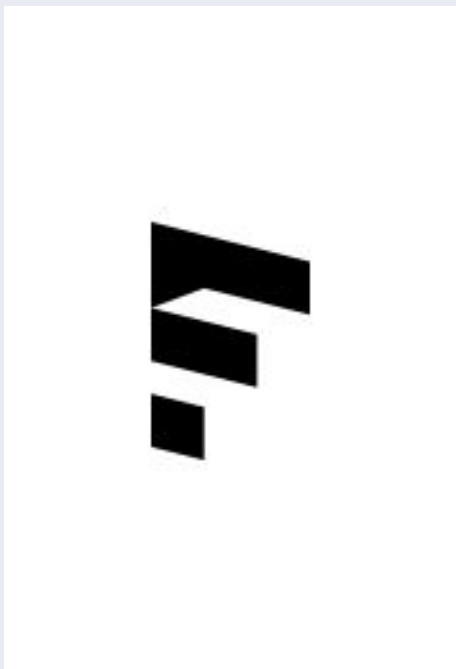
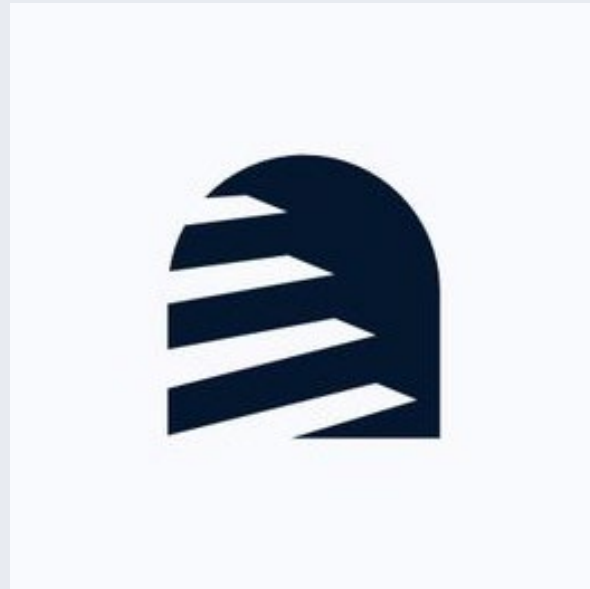
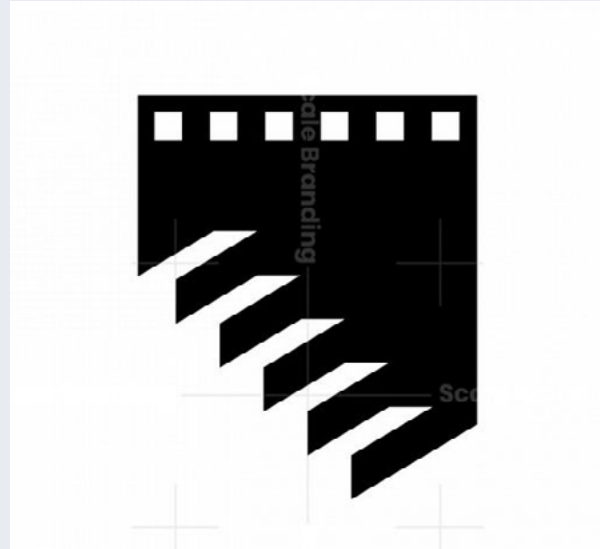
Consideration



Mount Everbridge Mood Board: Bridge Icon / Logo



Mount Everbridge Mood Board: Staircase Icon / Logo





Route 2: Conceptual

Challegio!

(Chall - ej - io)

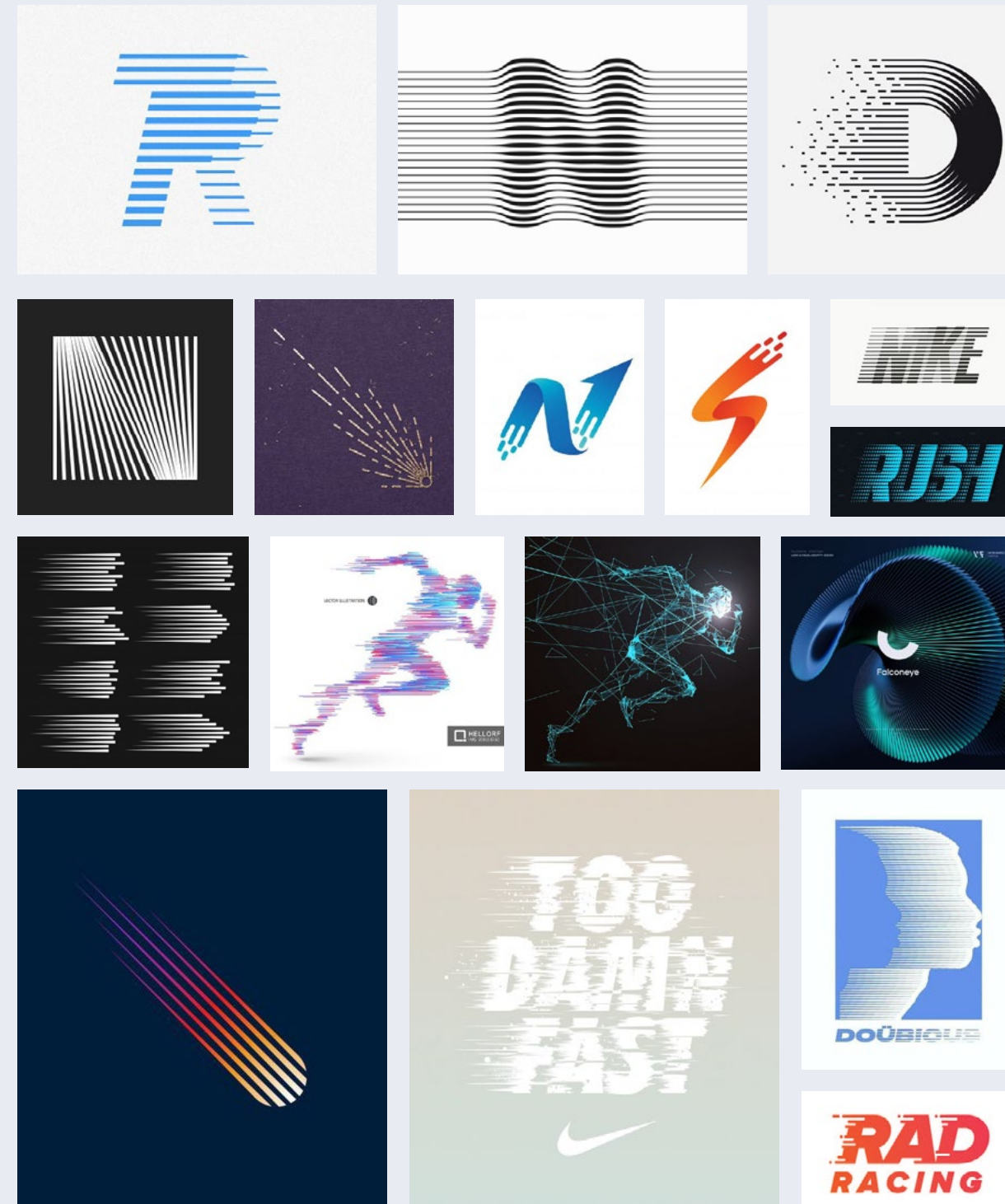


Route 2: Challegio!

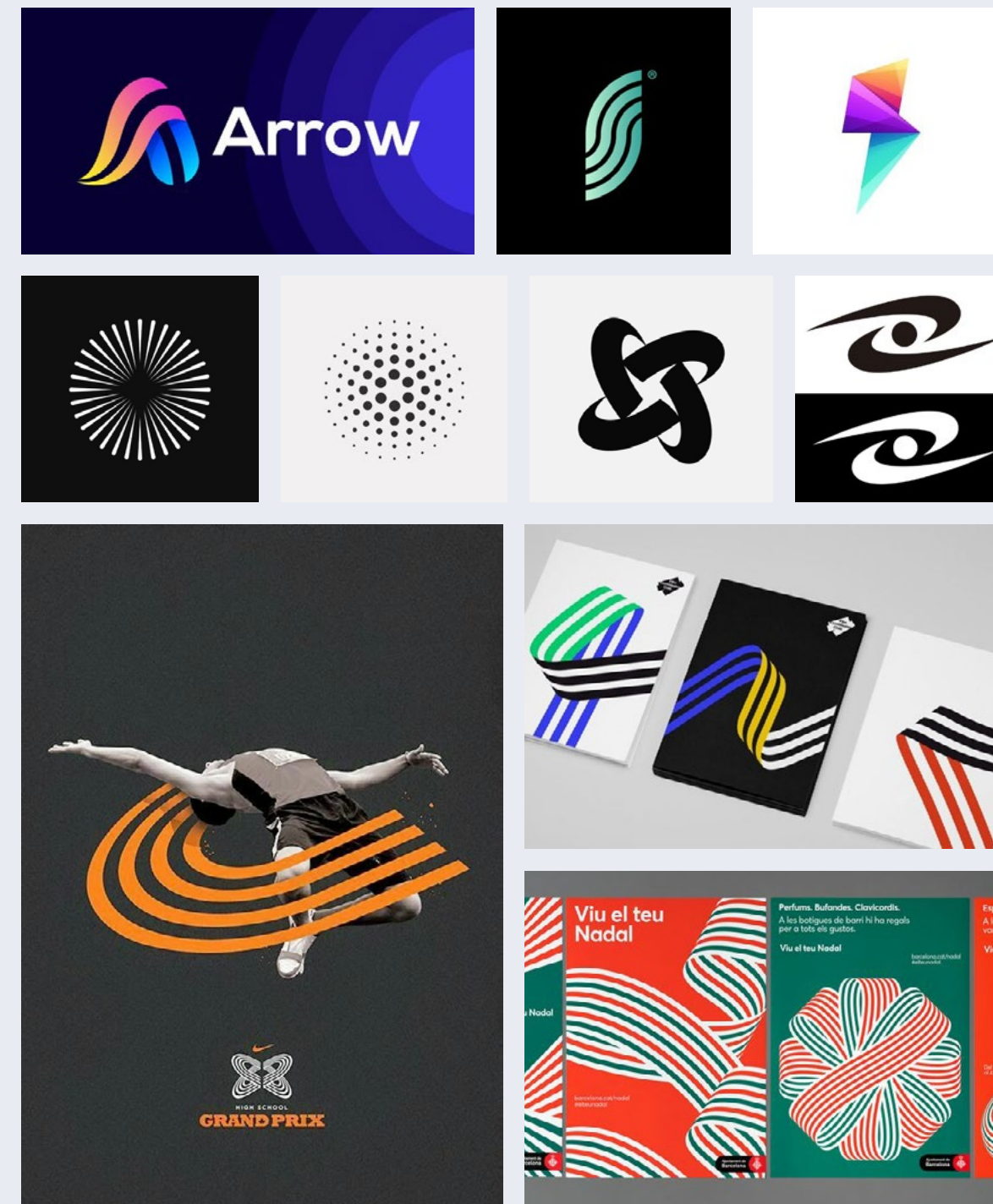
Like the rides at its most famous attractions, life at Merlin moves fast. This is no place for people to coast. Staying in one's comfort zone simply doesn't deliver the memorable days out and equally memorable career opportunities the brand is known for.

Encapsulating the spirit of challenge, Challegio! is both a statement and a summons. It demands employees answer the call to meet their goals head-on and own their personal development – whether they're taking manager training, upskilling on sales techniques, or making a move to another Merlin location. It may sound like a spell, but the real magic is in its simplicity. With a move of a mouse or flick of a finger, Merlin employees can log in from anywhere, step into the unknown, and engage with captivating learning content that helps to launch them far beyond what they once thought possible in their careers - delivering an experience they will never forget.

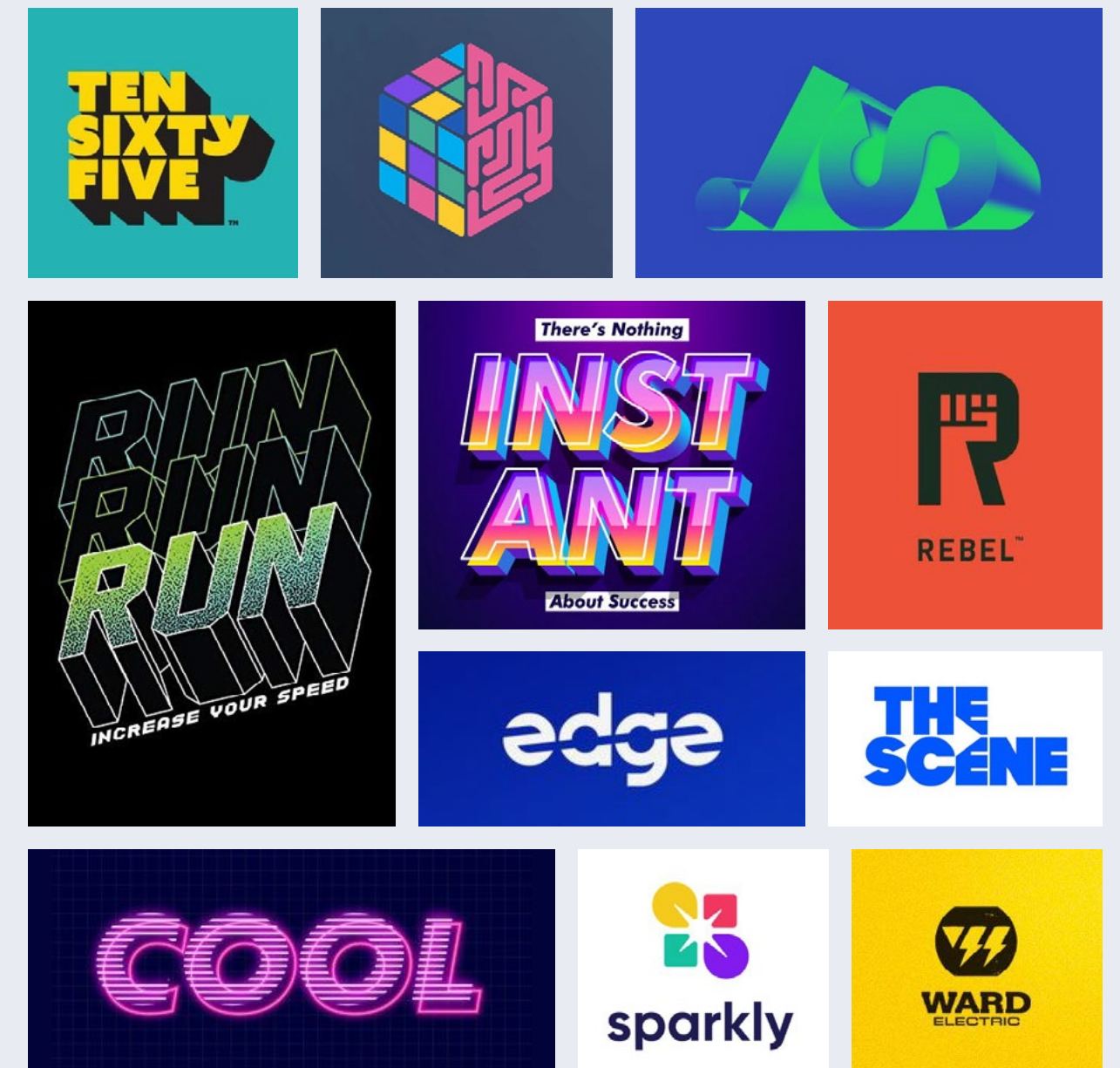
Challegio! Mood Board



Tone & Energy



Symbols & Shapes



Vibrant & Fun



Route 3: Symbolic

OWL

Opportunity, Wonder, Learning



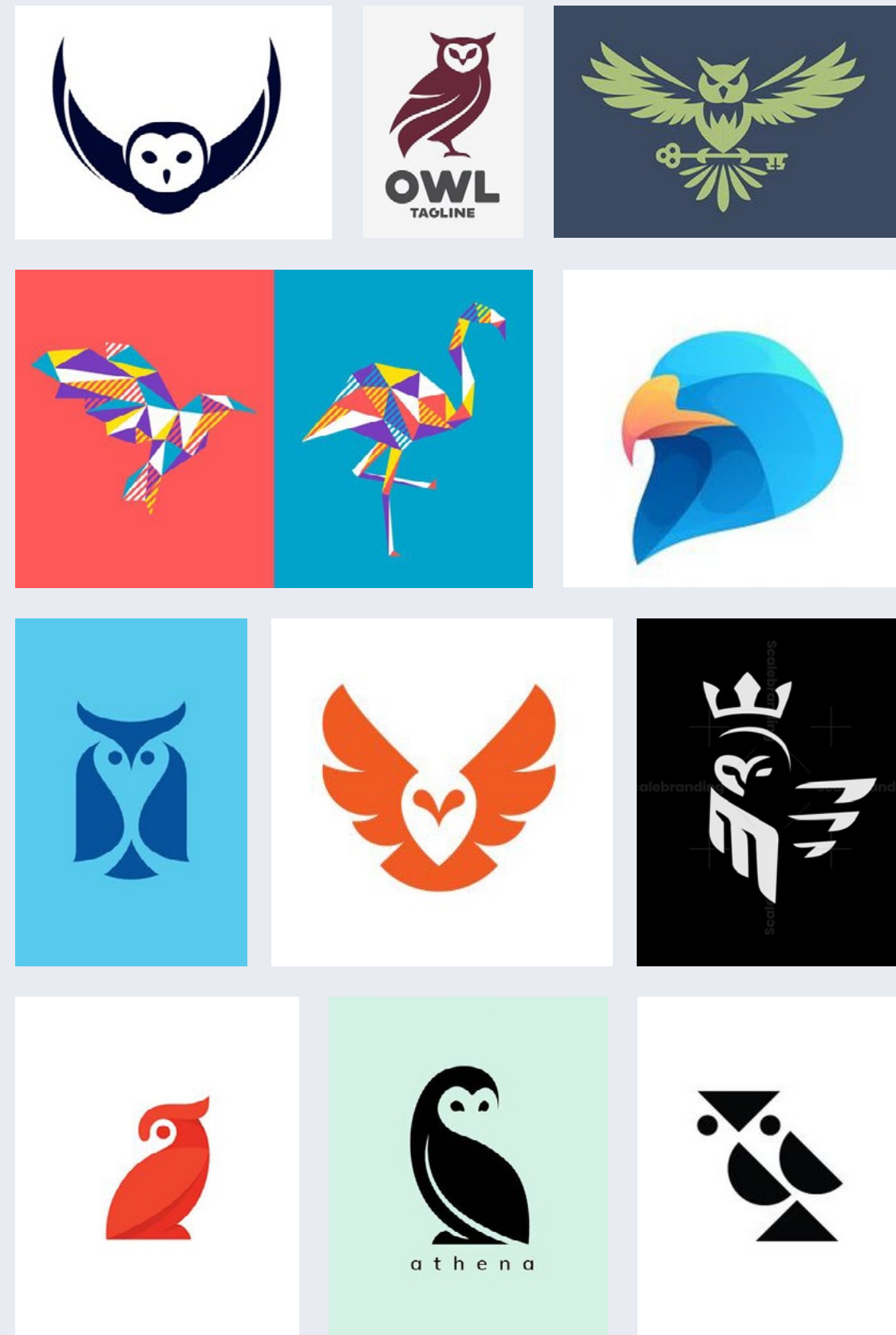
Route 3: OWL

Opportunity. Wonder. Learning.

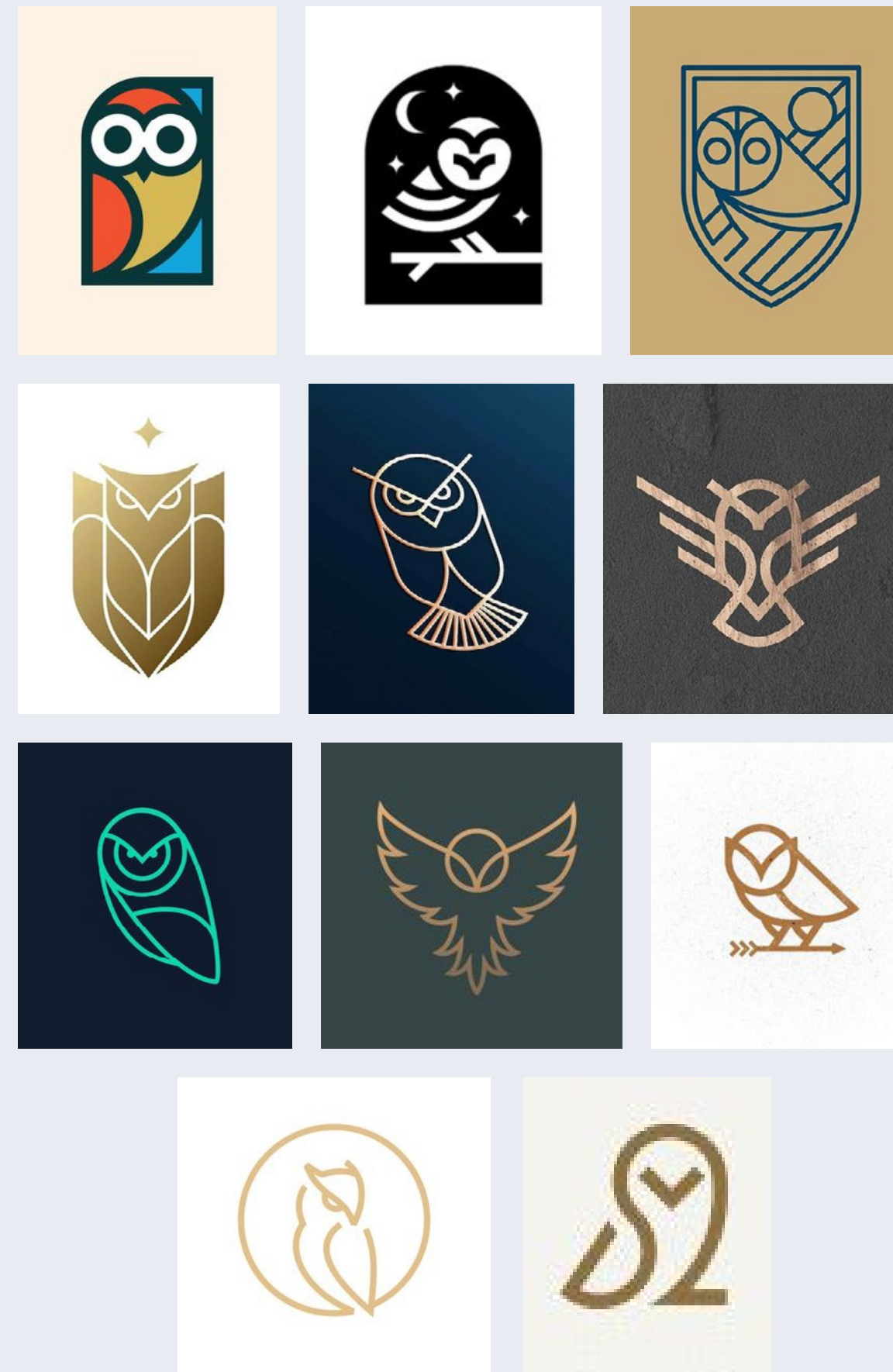
As one of the world's largest and most beloved entertainment companies, Merlin Resorts are the portal to joyful new experiences – for guests, as well as for employees seeking to forge a fascinating and highly rewarding career fuelled by growth.

Using the iconography of that wisest of birds, the letters OWL are applied as an acronym for three things Merlin offers employees above all else: *opportunity*, *wonder*, and *learning*. The chance to work with world-renowned attractions, create lifelong memories for awe-struck visitors, and develop professionally along whatever lines they choose, is a combination that's truly unique to Merlin. In fact, it's the opportunity of a lifetime. This unique, iconic and instantly identifiable brand will offer a vast, deep well of rich multimedia content that empowers employees to expand their horizons, spread their wings, and soar to new heights along a career trajectory that's all their own.

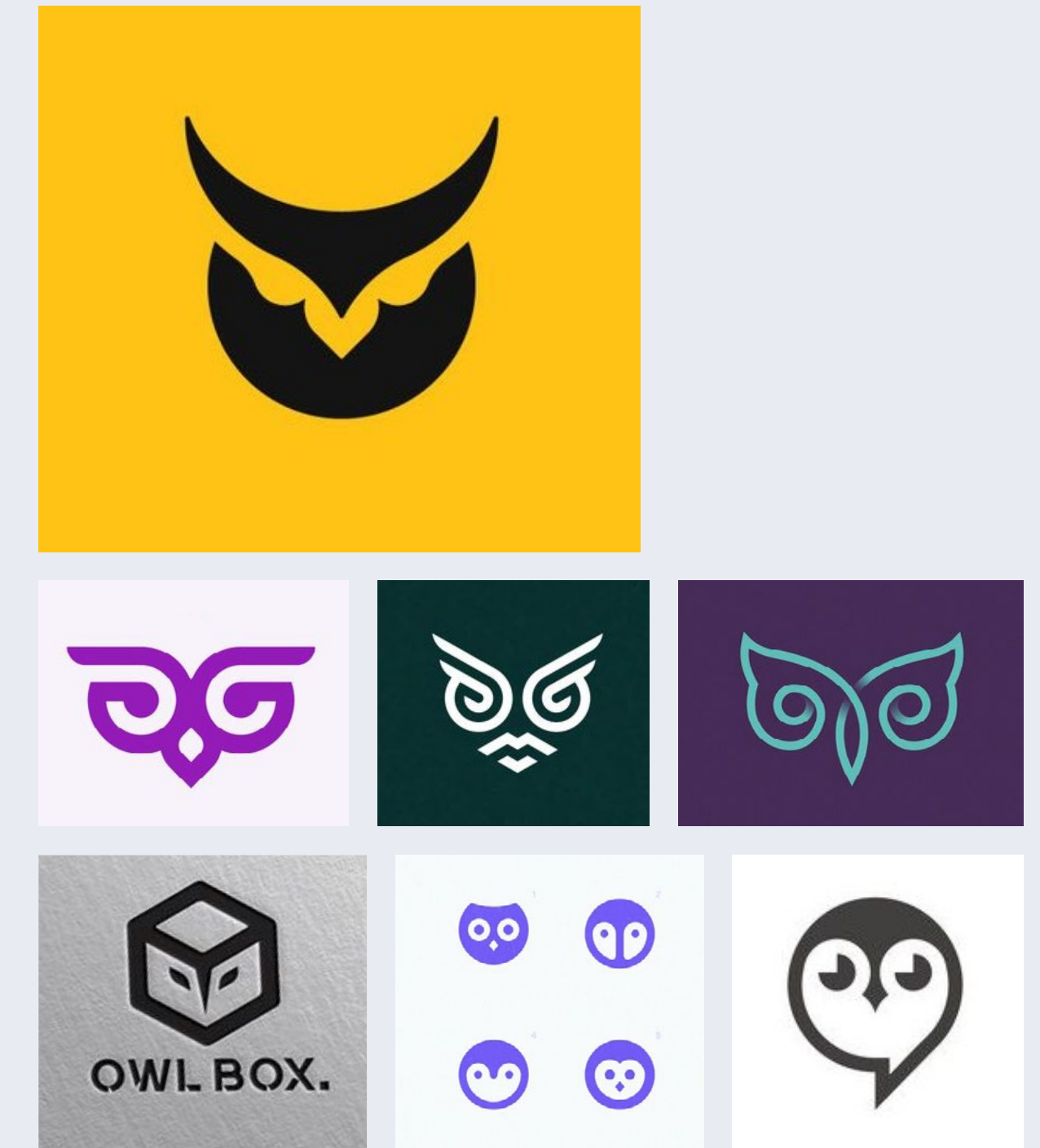
OWL Mood Board



Shapes



Linework

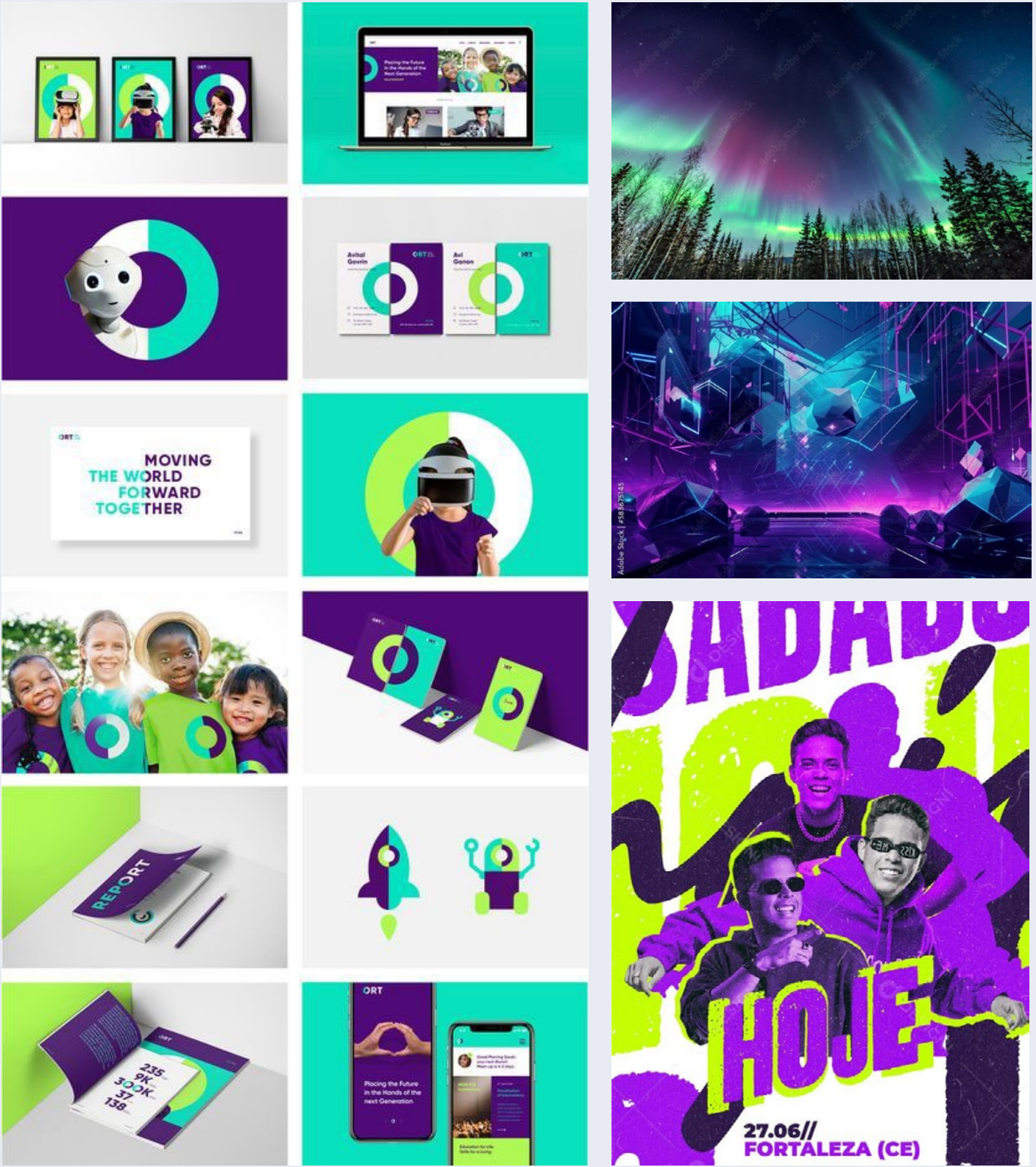
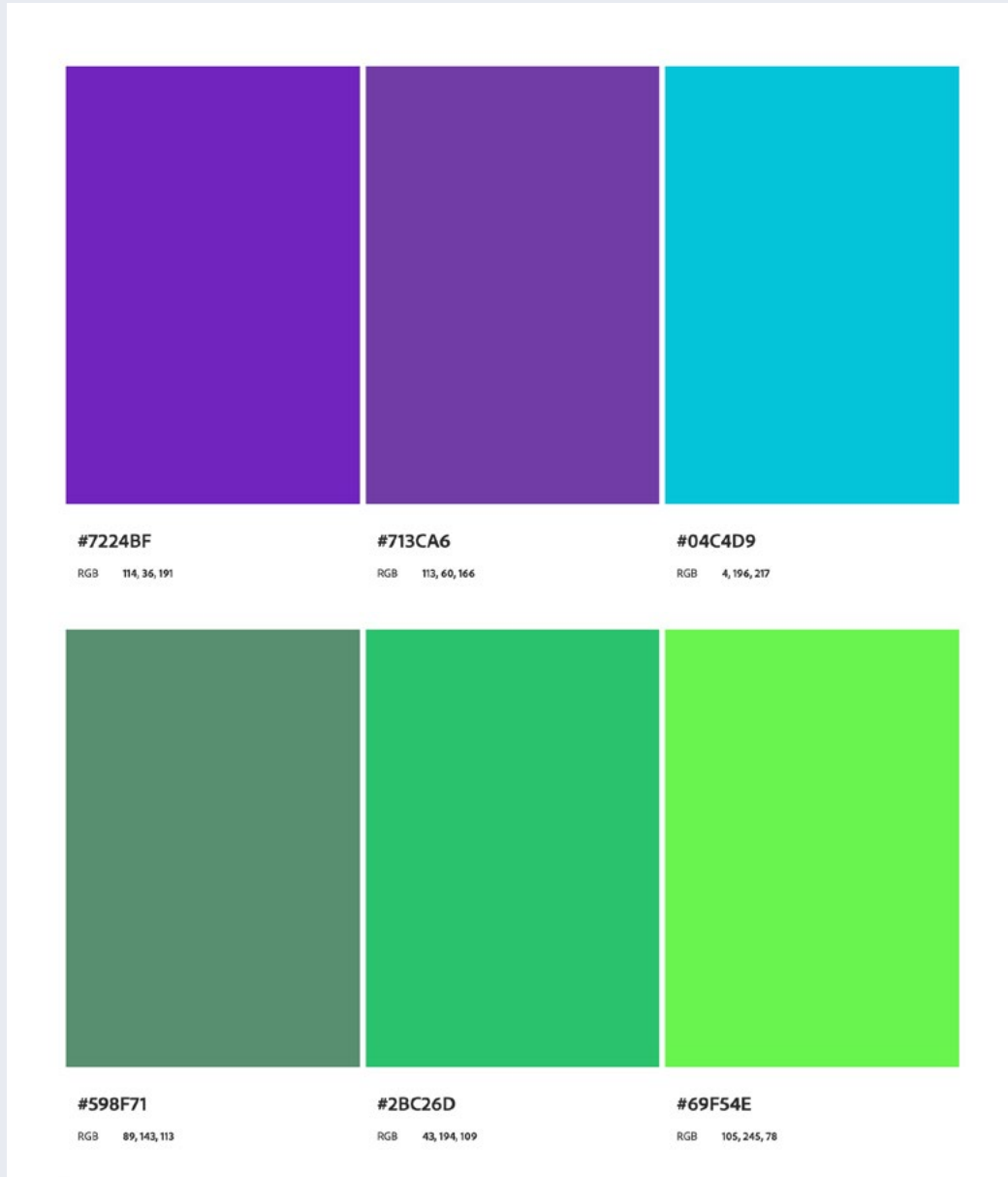


Icon

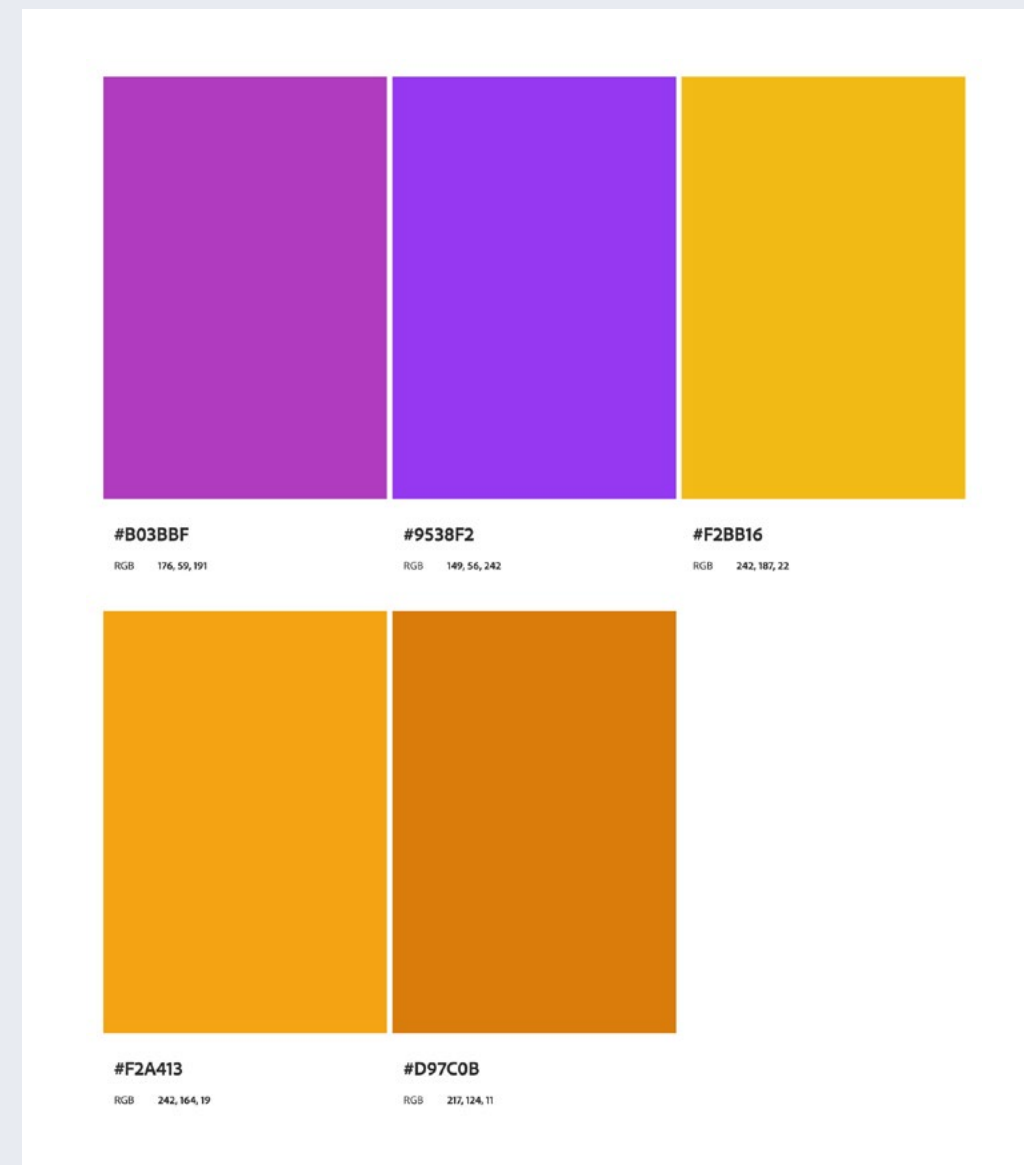
Colour Palette: Existing Merlin Palette



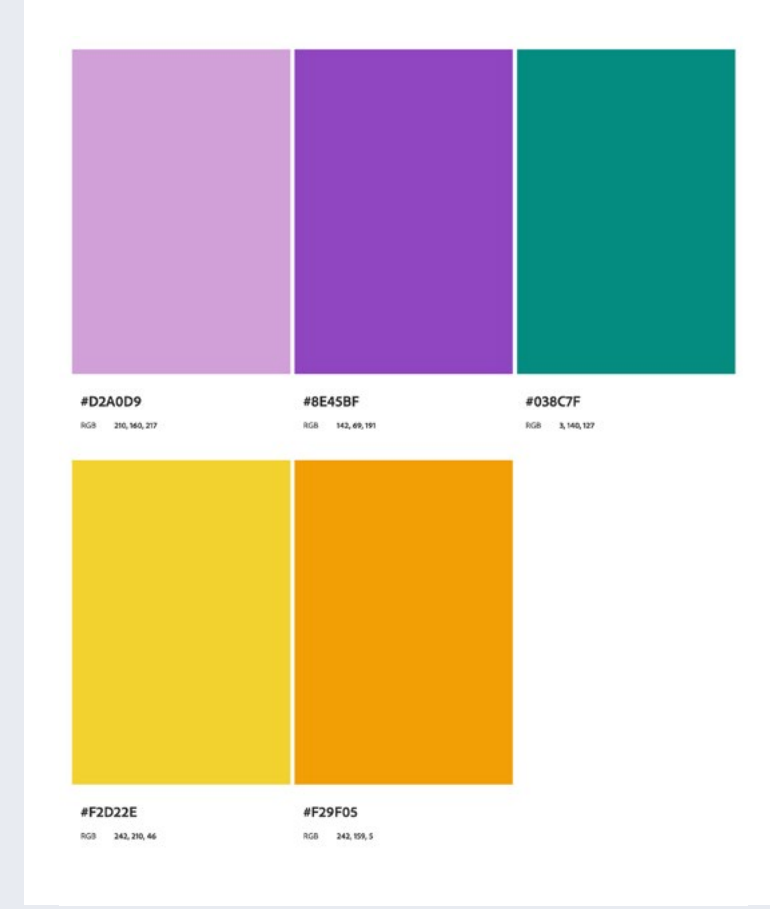
Colour Palette: Purple, Green, Blue



Colour Palette: Purple, Yellow, Gold



Colour Palette: Purple, Orange, Teal



Thank You



Ph.Creative