



L&D Name and Visual ID Ideas

Round 2 Concept





Proposition

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



Route: School

Merlin's OWL Academy

Opportunity. Wonder. Learning.



Merlin's OWL Academy

Opportunity. Wonder. Learning.

As places of entertainment, Merlin attractions inspire a feeling of boundless wonder for their guests. Creating that isn't easy – but Merlin employees are the *magic makers*, rising to every challenge with a powerful blend of imagination, creativity and sheer professional calibre.

However, until now, Merlin personnel have lacked a space they could visit to enjoy a similar sense of wide-eyed possibility about their career and personal development.

Merlin's OWL Academy *is* that destination.

Above all else, this instantly iconic school-inspired brand will be a centre for *opportunity, wonder* and *learning*. Those three words work together as a fitting school motto, while also forming an acronym, OWL, that's synonymous with both wisdom, and the legend of Merlin himself.

Whether they're learning to lead, mastering new technologies, or changing their world by moving between teams and resorts, this first-of-its-kind academy will empower Merlin's people to expand their horizons, spread their wings, and soar to new heights along an exciting career trajectory that's all their own.

Merlin's OWL Academy Mood Board

Owl visual that looks both booksmart and streetsmart.

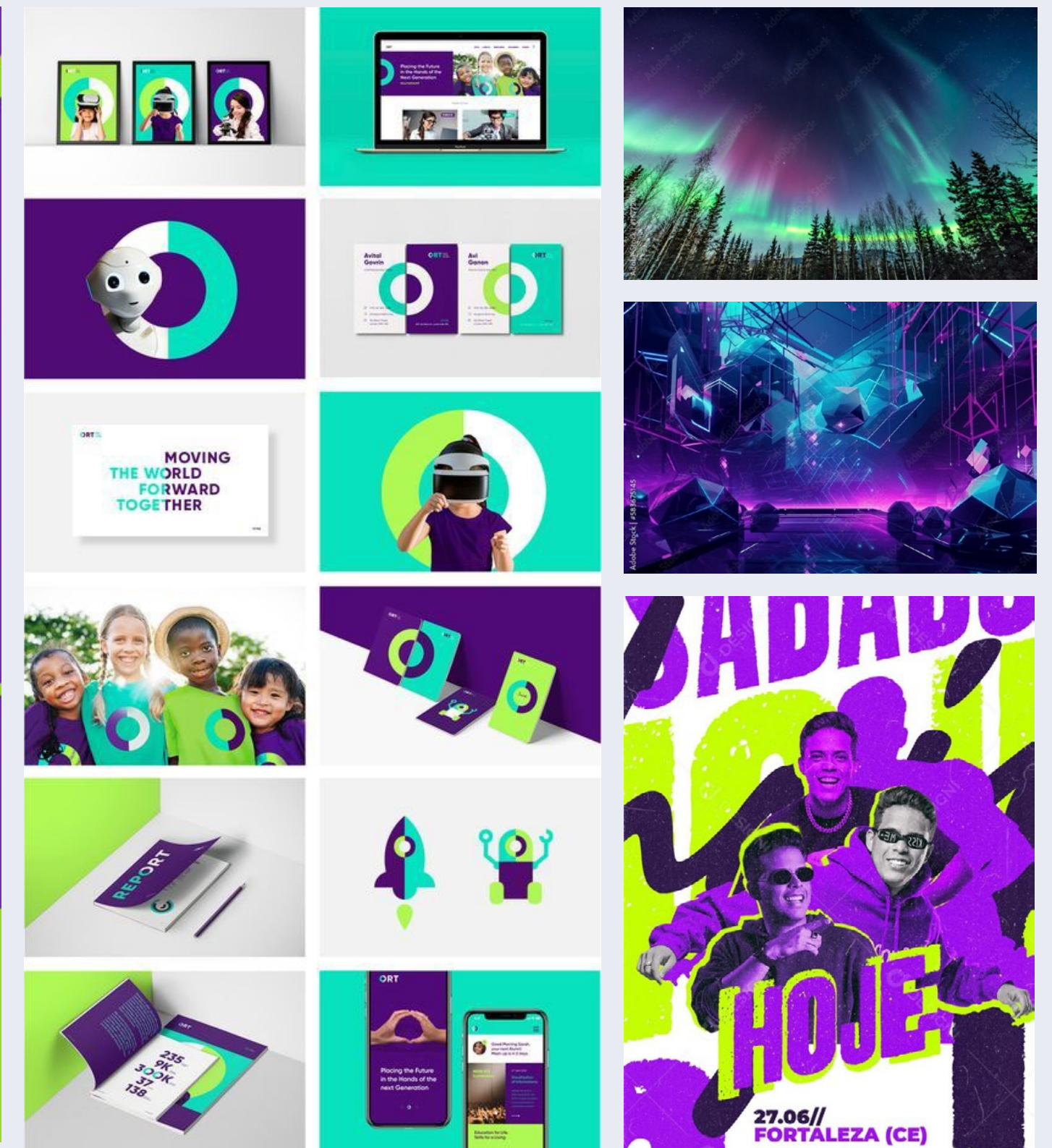
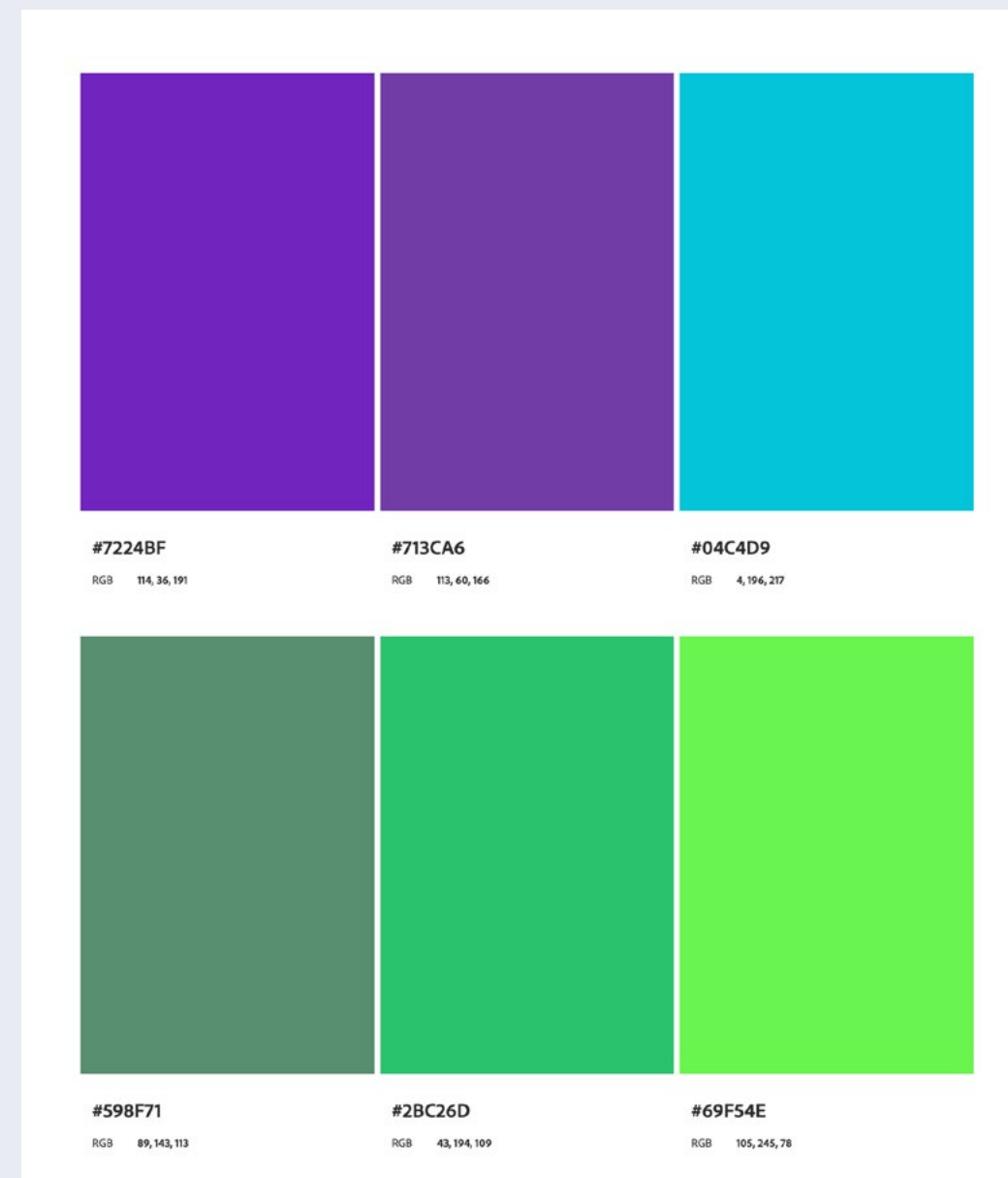


Motto (Opportunity
Wonder Learning)
within crest design.



Clean and modern
crest design.

Colour Palette:



Thank You



Ph.Creative