

A better future for London's children

LEYF is London's largest childcare and social enterprise. Formerly known as Westminster Children's Society (and WCS), we were briefed to help the organisation with a brand and communications review. The objective was to help the charity create a strong position for itself that would help it to grow for the future. The new name, strapline and identity combines to create a modern, distinct image. The new range of communications feature bright photography, white space and the 'journey' graphic which is derived from the star symbol in the logo.



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