

St John Ambulance by **Glazer**™

Visual Identity

St John Ambulance, whose origins date back over 900 years to the Knights Hospitaller, is a modern, vigorous, pre-hospital healthcare organisation and the UK's leading first aid charity, with over 46,000 volunteers.

St John Ambulance had made significant investments over the last five years to enhance its charitable work and needed a new visual style so people could easily identify the organisation.

We were given a wide remit to assess and overhaul St John Ambulance's visual identity. We worked with the in-house St John Ambulance team for 12 months, reviewing the use of the brandmark, colours, typefaces and images as applied to stationery, literature, website, uniforms, signage and ambulances.

Then the task was to create a new brandmark, strapline and visual language, ready for St John Ambulance volunteers working alongside the London Ambulance Service, providing medical cover at the London 2012 Olympics.

The new identity brings a fresher, livelier look to the organisation, better reflecting its place in modern society and its mission: 'to provide an effective and efficient charitable first aid service to local communities.'

Since the identity was launched, St John Ambulance has climbed 8 places to No. 9 in the Charity Brand Index – measuring perception of the top UK charity brands.



Re-designed logo



Previous logo

