



DFE (Formerly DCSF), Children's Plan

The ask

Help us look good in front of the cameras!
A request from the Department for Children, Schools and Families (DCSF) that we couldn't refuse; when we do make-overs we tend to go the slightly more subtle route! We were tasked with dressing up their press briefing and conference room, whilst ensuring that the feel and any messages were consistent with department marketing objectives.

The task

Using the existing department design guidelines and previous work on their Children's Plan as a starting point, we proceeded with an innovative approach that at once stood out as unique, and yet clearly belonged in the DCSF family.
We covered a large glass wall separating reception and the press briefing room from the rest of the office with a graphic that reflected the department's overall aims and mission – one that was colourful and interesting too; designed to stand out and catch the eye. It certainly wouldn't be missed.

The proof

Not only did the graphic garner exposure across the country, by its very appearance behind ministers, in the news, but also journalists were reminded of the department's remit every time they stepped inside their offices. As they still are.

**bentley
holland**