

## LAB ANALYSIS



# SNOWBILITY IDENTITY AND LITERATURE

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#### THE BRIEF

Snowbility strive to make a positive difference to those who have additional needs and those who require rehabilitation, achieving this through the power of snow sports such as skiing. They plan each course tailored to individual needs ensuring a unique personal experience.

They hadn't established a visual identity other than a basic logo, so we looked at the brand from the ground up, ensuring it was fun, smart and professional, but not too corporate.

#### THE CHALLENGE

We needed to create an identity that allowed the company to scale without losing their personal touch, an important aspect of their business.

Email templates, banners for the sports venues and all the usual brand stationery were required - though from our research we knew it needed to be simple and easy for disabled people to use.

SNOWBILITY  
LOGO



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We closely followed the RNIB and UKAAF Clear Print guidelines to ensure the stationery was legible, though we had to ensure a balance was kept with a well executed design.



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## Brand Guidelines

As part of the branding exercise we produced a mini guidelines document to give the client a clear overview of the brand and how to apply it to ensure the brand stays consistent.



Flyers and banners were created following the rebrand to promote Snowbility in and around the Snow Centre.



**Snowbility**  
Snow sports coaching for additional needs



**Snow sports coaching**  
for additional needs

“Snowbility has done some fantastic work, especially with young people in the autistic spectrum, where we have seen dramatic results.”

Alison Carpenter, Registered Manager for the National Autistic Society, Hertfordshire Community Services.



**Through snow sports coaching, Snowbility makes a difference to the quality of life of those individuals with additional needs, such as:**

- Learning or sensory issues
- Behavioural or communication challenges
- Autism
- Dyspraxia

With Snowbility, there are no limits; not only do our fully qualified coaches teach a student new snow sports skills, but our coaching also benefits a student in developing their social and motor skills, including:

- Communication
- Confidence
- Interaction
- Fitness
- Positivity

Where possible, this leaflet has been created following the RNIB and UKAAF Clear Print guidelines.

To take part in a safe, fun and exciting snow sports activity at an impressive venue, please contact:

**M:** +44 (0) 771 388 8199  
**E:** richard@snowbility.co.uk



**The Snow Centre**  
St Albans Hill  
Hemel Hempstead  
Hertfordshire  
HP3 9NH

# SNOWBILITY HTML EMAIL




## EMAIL NEWSLETTER TEMPLATE

We created a Campaign Monitor newsletter template to enable the client to generate their own monthly newsletter, all fully editable and of course complying to the RNIB / UKAAF standards.

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Snowbility was set up 12 months ago to develop Snow sports coaching for those with additional needs, particularly in the autism spectrum. It was imperative that we had a strong brand image that shows clearly through all our marketing communications, as our business is about developing a students abilities in the most positive way we can.

Throughout our relationship with Chemical Code they have delivered exceptional work at all stages of our development and in all aspects of the marketing and business process.

I can simply say that I would recommend them highly in all aspects of the creative and fulfilment processes, without exception.



**RICHARD FETHERSTON**  
**DIRECTOR**  
SNOWBILITY



Digital | Print | Brand | Applied Design Science



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ON ALL PRESENTED IDEAS. THIS APPLIES TO  
ALL CREATIVE CONCEPTS, ARTWORK, STYLES  
INCLUDING THE 'DRAWING OF INSPIRATION' FROM  
SUCH CREATED CONCEPTS, ARTWORK AND STYLES.

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