Newcastle Upon Tyne: Howay Man, Show Us Your Geordie Values!

Submitted by: One Line
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One Line Is Inspiring New Businesses To Reap The Benefits Of A Well-Crafted Brand Strategy And Identity This Newcastle Start Up Week. https://newcastlestartupweek.com/

At this year's Newcastle Start Up Week, home-grown ethical branding agency One Line will present a jam-packed interactive session on "The Great Exhibition of the North Unofficial Brand Challenge". http://bit.ly/GeordieValues

Founder Helen Barlow will be talking Geordie values and giving an insight into how start-ups can benefit from a well-crafted brand strategy and identity as part of the 'Getting Started' session on the 16th May, at Newcastle Business School@Northumbria University School of Design, City East Campus.

Ahead of the session One Line needs you… To share your Geordie values. Visit this survey (https://design8.typeform.com/to/FYec8p): https://design8.typeform.com/to/FYec8p and select the top 5 words you associate with Geordie values. As a thank-you for taking the time to complete the two-minute survey, all entrants will receive an exclusive invitation to our secret Pinterest board. All answers will be collated, and at Helen's seminar participants will collaborate on creating an innovative concept that will be submitted to the Great Exhibition of the North organisers for consideration.

Ahead of the session, Helen explained, "It's inherent to One Line as an agency born and bred in the North East to support the growth of Newcastle's entrepreneurial community. Using digital and a good dose of creative flair, our activity at Newcastle Start Up Week aims to discover a shared narrative about what it truly means to have Geordie Values. What we'll create out of this common vision could act as a starting point for a beautiful, proud and people –powered brand identity for The Great Exhibition of the North – so watch this space!"

This exciting project has captured the imagination of the event organisers too. Paul Lancaster, Founder & Event Producer of Newcastle Startup Week, said: "As a startup ourselves, we know how important good branding is to get people excited about your business (or project) and to buy into what you do. With this in mind, I can't wait to see how Helen will crowdsource a new brand campaign for the North with our delegates on our 'Getting Started' day!"

Celebrating the North of England' culture, The Great Exhibition of the North celebrates how design and innovation have shaped our lives, building the economy of tomorrow. The event looks to inspire people to pursue exciting lives and careers across the region.

One Line's poll will close on 11th May 2017 so get your opinions in quick, then bring yourself and a splash of creative thinking to the 3-6pm 16th May 2017 session at Newcastle Business School@Northumbria University School of Design, City East Campus. This workshop is suitable for start-ups and those with a passion for the North.

About One Line:

At One Line, we focus on the kind of people who are driven by a passion for doing things better. Our mission is to use our creativity and graphic design skills, to help business owners connect better with their customers and proper ethical business in the mainstream.

“As Newcastle constantly changes and evolves, it’s important to understand just how far we have come in the last few years. With the likes of vinyl record shops, illustrators and Danish home interior brands opening up shops and business’, our city continues to grow and become a thriving hub.” - Helen Barlow, Creative Director

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