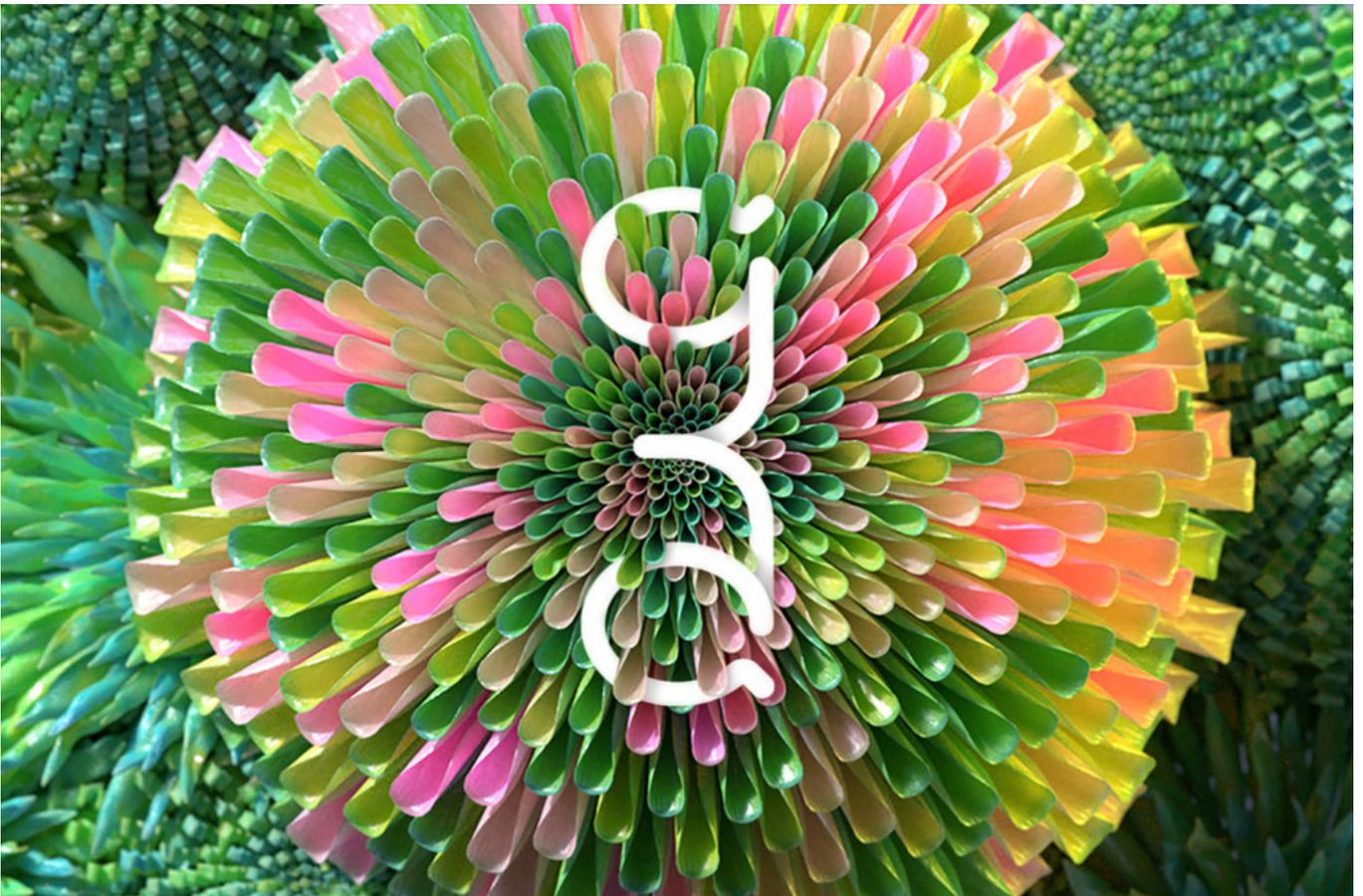


Grant Associates rebrands with launch of new website



UK and Singapore based landscape architect Grant Associates has rebranded with a [new website](#), aiming to express the creative, collaborative and pioneering approach of the award-winning practice.

Grant Associates' rebrand also reflects the practice's renewed mission to respond to the climate and biodiversity emergency as part of its core vision of connecting people with nature. The practice is taking further steps to invest in local and international projects that include circular economy landscape strategies, regenerative design and biodiversity gains. Examples include [Forest of Imagination](#) in Bath and [Ankarafa Field Station](#) in Madagascar. The rebrand serves to underline this key purpose.

Grant Associates has worked on the rebrand with a trio of Bath-based agencies; branding agency Supple Studio, creative studio Fitzroy Hawk and web designer Our name is Mud. By remarkable coincidence, the three agencies share offices in George Street in the same building where Grant Associates was founded 20 years ago.

Grant Associates took an active part in the new brand strategy, choosing key colours inspired by the natural world, particularly dragonflies, and helping to steer the overall brand concept.

Photographer and film maker Paolo Ferla was also instrumental in creating the practice's new website experience.

Features of the rebrand include a quirky new logo that centres on a graphic g/a monogram that connects in the middle, reflecting Grant Associates' playful and collaborative approach to projects. The practice's new website makes extensive use of motion design, with swirling, colourful plant-like creations serving to echo Grant Associates' fusion of technology, imagination and nature.

All print work for the new brand uses biocycle paper by Gmund, a range made from organic waste matter from the food industry such as wheat and chlorophyll.

The rebrand is being rolled across all Grant Associates' communication channels including social media channels, stationery, marketing materials and signage.

"We have been on a fantastic journey with Supple, Mud and Fitzroy Hawk to find a new, bolder identity that better reflects Grant Associates' key mission to connect people and nature. This process is more than about changing our logo, it's an attempt to update and articulate our purpose. It's about the renewed sense of urgency we feel towards creating a more positive relationship with the natural world in the context of the climate and biodiversity emergencies and global urbanisation."

— Andrew Grant, founder and director at Grant Associates





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ABOUT GRANT ASSOCIATES

Grant Associates is a pioneering international [landscape architecture practice](#). Our work reconnects people with nature in insightful, delightful and distinctive ways whilst addressing the global challenges of urbanisation, the climate crisis and biodiversity extinction.

Our design process is underpinned by a knowledge of human behaviour, nature and ecological science combined with innovative design technology. We bring original thinking, creative collaboration and are exploring

what regenerative design and the circular economy means to landscape architecture.

Our varied portfolio includes ambitious large-scale, landmark projects through to small, local ventures.

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Grant Associates