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PRESS RELEASE

CIRCLE DESIGNS THE BRAND FOR THE PHOENICIAN SHIP EXPEDITION

Circle (www.circle-design.co.uk) have shown their support for a forthcoming cultural adventure by designing the brand for Phoenicia - an expedition which will attempt to recreate the first circumnavigation of Africa accomplished by Phoenician mariners over 3,000 years ago.

The Phoenician Ship Expedition will set sail in August from the ancient Syrian port of Arwad, which is where the 70 ft replica vessel is being built. Led by Philip Beale, who successfully headed the Borobudur expedition in 2003-04, this voyage will see the ship cover 17,000 miles over 12 months before she arrives in London.

“We wanted the brand and design work for our brochure, website and collateral material to reflect the adventurous nature of this project. I think that the brand Circle have created will raise the profile of the project and appeal to our wide range of supporters and partners as well as attracting new interest in the Phoenician Ship Expedition.” Said Expedition Leader, Philip Beale.

Alongside the main identity, Circle created a brand toolkit for print and online communications and have provided display material to mark the public launch of the project at the Syrian Embassy in London on 19th May.

Claire Livesey, Director of Circle commented: “Circle is really proud to be working with Phoenicia to promote this amazing venture. Good brands start with an organisation being clear about its aims and beliefs and it was a pleasure to work with a team that has such a clear sense of purpose and where the cultural benefits for the international community are so clear. We look forward to seeing the brand grow and support the expedition over the next two years.”

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PHOENICIA

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