

English National Ballet unveils refreshed brand to move more people, in more ways



English National Ballet is proud to launch its refreshed brand identity today, ahead of its upcoming 2025/26 season. This new direction reflects the Company's mission to open up the possibilities of ballet to move more people, in more ways, than ever before.

Developed in partnership with Boardroom Consulting, EDIT Brand Studio, and digital specialists HdK, the new brand brings together a reinvigorated purpose, an engaging new visual and verbal identity, and a more welcoming online experience – all designed to better reflect who English National Ballet is today, and who it strives to be tomorrow.

The Company's brand refresh is more than just a new look - it's a renewed commitment to creating meaningful, moving experiences for everyone. It honours the Company's rich heritage while looking confidently to the future. Designed to speak to a wider, more diverse audience, it invites everyone - from lifelong ballet enthusiasts to first-time attenders - to experience the emotional power and beauty of ballet.

English National Ballet's Artistic Director, Aaron S. Watkin, said:

"English National Ballet has always been about evolution, not just of the art form, but of how we reach and resonate with audiences everywhere. Our new brand identity is warm, bold, and human - just like the work we share on stage, in studios, and online - enabling us to connect with more people, in more ways".

From today, audiences will start to see the refreshed brand come to life across English National Ballet's channels and campaigns with a fresh look and feel and a new website offering a more intuitive, accessible user experience.

Claire Rigby, Partner at Boardroom Consulting, said:

"We were delighted to work with English National Ballet on the development of a refreshed brand framework. It quickly became clear that English National Ballet's founding principles were as alive and relevant today as ever, and the opportunity was to draw these out more clearly and confidently.

Together, we created a forward-looking strategy to inform both culture and strategy and create moving and meaningful experiences for ever more people”.

Karen Hughes, Creative Director, EDIT said:

“EDIT’s approach was all about adding more energy, more feeling and more presence to the brand. From the fluid open-source typeface to the emotive brand photography, everything was designed to help English National Ballet connect with more people and share all the incredible ways that audiences can benefit from what ballet has to offer.”

Hans de Kretser, Director, HdK, said:

“It’s been a privilege to collaborate with English National Ballet and EDIT on a website that brings their new brand to life online. Drawing on audience research and user journey mapping, the new site is designed to be a flexible, content-rich site reflecting English National Ballet’s bold visual identity while opening up the possibilities of ballet to a wider audience.”

Whether you’ve never seen a ballet before or have been coming for decades, English National Ballet invites audiences to discover what it means to *feel more*. **Explore the new website at ballet.org.uk.**

Campaign photography: Drew Forsyth

-ENDS-

For further information, interview requests, and images, please contact Caroline Ansdell, Communications Consultant, on contractor_cansdell@ballet.org.uk

Images available at ballet.org.uk/press/press-image-gallery/ . Please contact the press office to request the password.

Notes to Editors

English National Ballet is a National Portfolio Organisation supported by Arts Council England. Ballymore is Principal Building Partner of English National Ballet.

About English National Ballet

We are English National Ballet. And for over 75 years, we’ve been opening doors, curtains and minds. Creating moving, meaningful experiences that take ballet to new places – creatively, emotionally, and physically.

Whether we’re on stage, on screen or online, we are here to open up the possibilities of ballet for everyone, everywhere. In towns, cities, studios and schools – across England and around the world – we connect with more people, in more places, in more ways.

Because the beauty of ballet is you can simply feel it. And whatever you feel, you’re free to feel it here.

Feel more with English National Ballet.

Edit Brand Studio

EDIT are a specialist creative partner, helping UK arts, culture and knowledge based organisations to stand-out, connect, inspire and thrive.
editbrandstudio.co.uk

Boardroom Consulting

boardroom consulting is a strategy consultancy operating at the intersection of brand, organisational strategy and audiences, we partner with senior leadership teams to ‘fix the fundamentals’ of organisational identity – ensuring organisations have absolute clarity on who they are, what they do and why that matters to the audiences that matter most to them.
www.forthetheboardroom.co.uk

HDK

HdK are a digital agency working with arts, culture and heritage organisations to help them build audiences through websites, digital marketing and design. For over 20 years they've supported clients in sharing their stories and connecting people with culture.
wearehdk.com