Children’s Charity LTFUC Rebrands to LTCFC

Wednesday 5 September, 2018

The London Taxi Drivers’ Fund for Underprivileged Children (LTFUC) has revealed it has been given a new visual identity – and new name.

As of Monday 3 September 2018, the charity will be known as the London Taxi Drivers’ Charity for Children (LTCFC).

Established in 1928 and run voluntary by London Taxi Drivers, the charity enriches the lives of disadvantaged children. In this 90th year, it was felt that the logo and name needed to be updated to be more reflective of the taxi charity and the work that they do to help sick children.

The Pentagram design team, led by Partner Domenic Lippa, kindly offered to rebrand the charity and set about the task of creating a flexible brand that would be more responsive, accommodate the digital marketing world and enable the charity to engage with a broader audience.

LTCFC Chairman, Michael Son BEM, comments:

“We have been very fortunate to have Pentagram, the world’s largest independently-owned design studio work on this rebrand project for us and we are incredibly grateful for their support.

"In this enlightened society, we do not believe children should be labelled so the word ‘underprivileged’ will cease to be part of the name of our charity. The new name is neutral and modern and along with our new, fun, eye-catching logo, will allow us to reach out to a wider audience.

"Together with our associates, we are very optimistic that the new branding will bring a more contemporary, neutral and friendly feel to our identity.”

To find out more about the LTCFC please visit www.ltcfc.org.uk

To donate online to the LTCFC please visit https://www.ltcfc.org.uk/donate/

About the LTCFC

Established in 1928, run voluntary by London Taxi Drivers, the LTCFC enriches the lives of disadvantaged children through fundraising and hosting functions and events throughout the year. Throughout its 90 year history, the LTCFC have provided essential funding for the purchase of recreational, technology and mobility equipment for children, schools and hospices.

About Pentagram

Pentagram is the world’s largest independently-owned design studio. They work globally and have a prestigious portfolio including, Citibank, Lloyd’s of London, National Academy, Rolls-Royce and Victoria & Albert Museum and many other prestigious organisations.

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