

INTRODUCTION

6

1. THE DESIGN FACTOR

9

Collective identity 11
Evolution of visual symbolism 12
Contemporary identity 16
Internationalism 19
A new perspective? 24
Perceptions 25
The balance 26

2. CREATIVE RESEARCH

28

Corporate culture 37
Focusing the perceived problem 39

3. THE MANAGEMENT DECISION

45

Forced decision 46
Management as designer 48
New freedoms 51
Development control 60
Politics 62
Repositioning 66
Vulnerability 73
Tones of voice 75
Marketing duality 78
Rationalisation 82
Management buy-out 82
Public relations 87
Identity adjustment 91
New for old 95
Reputations 98
Clarity of function 101



4. THE CRITICAL PATH	104	Choice of consultancy 104 Criteria for appointment 107 The appointment 111 The path to solution 112 The launch 114 Implementation 114 Design management 116 Review Body 118 A summary 119
5. THE INGREDIENTS OF VISUAL IDENTITY	124	Nomenclature 124 The adjusted name 132 The new name 133 Logotype - the visualisation of a name 136 The symbol 140 Monograms 147 Illustrative symbolism 149 The combination 152 Pastiche 156 Officialdom 158 Location identity 160 People power 161 Colour 163 The total identity 165
6. ASPECTS OF VISUAL IDENTITY	171	Fashion and durability 172 Cultural influence 177 External factors 178 Market forces 181 Problems 184 Timing 188 Endorsement 189 Comparisons 192 Branding and identity 196 Indigenous or imposed identity 205 Imaging 207 Familiarity 208 Emotion 209 The future 211
INDEX	214	