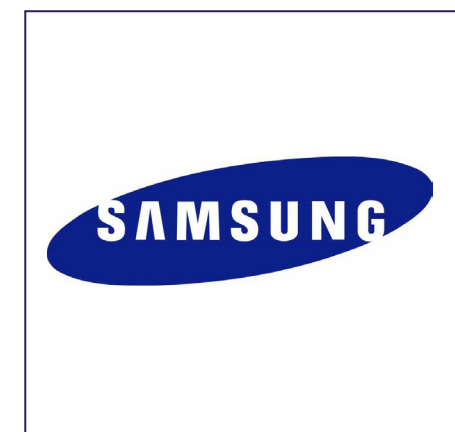
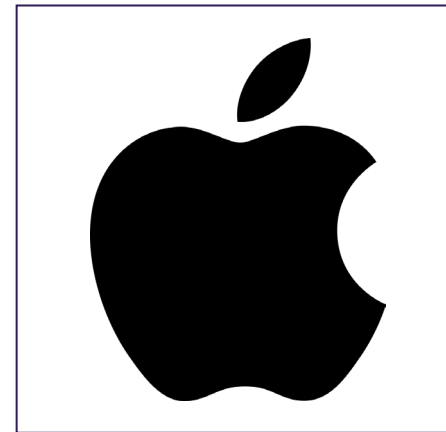
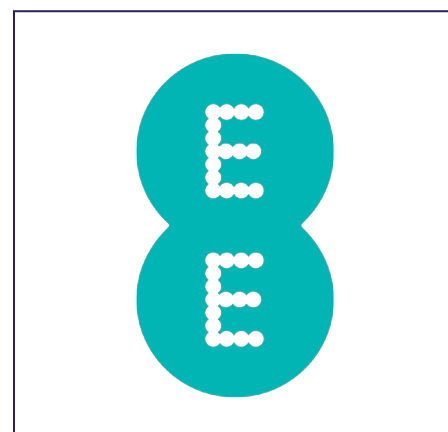
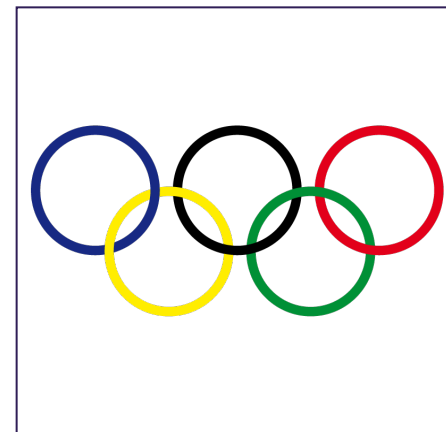
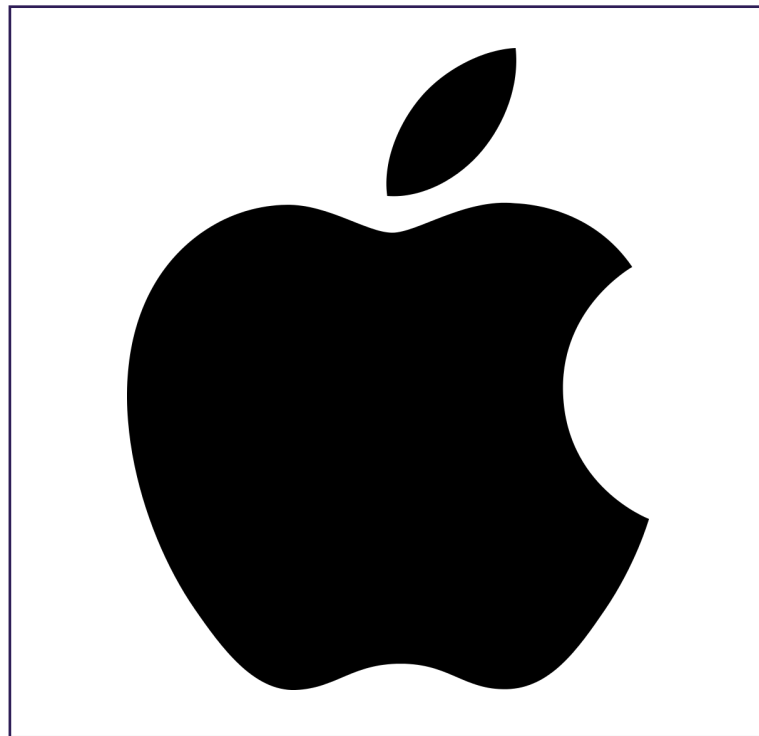


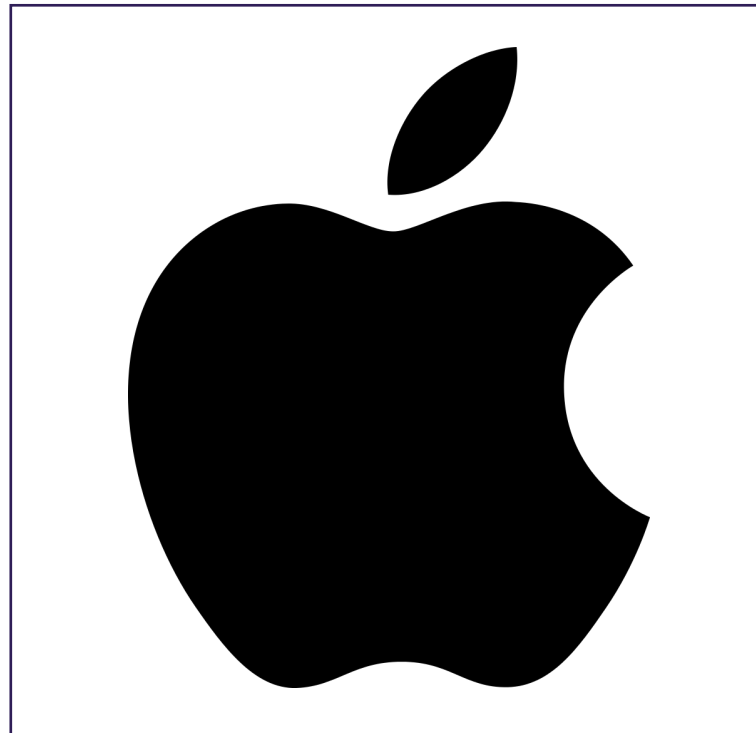
# CORPORATE IDENTITY Research File





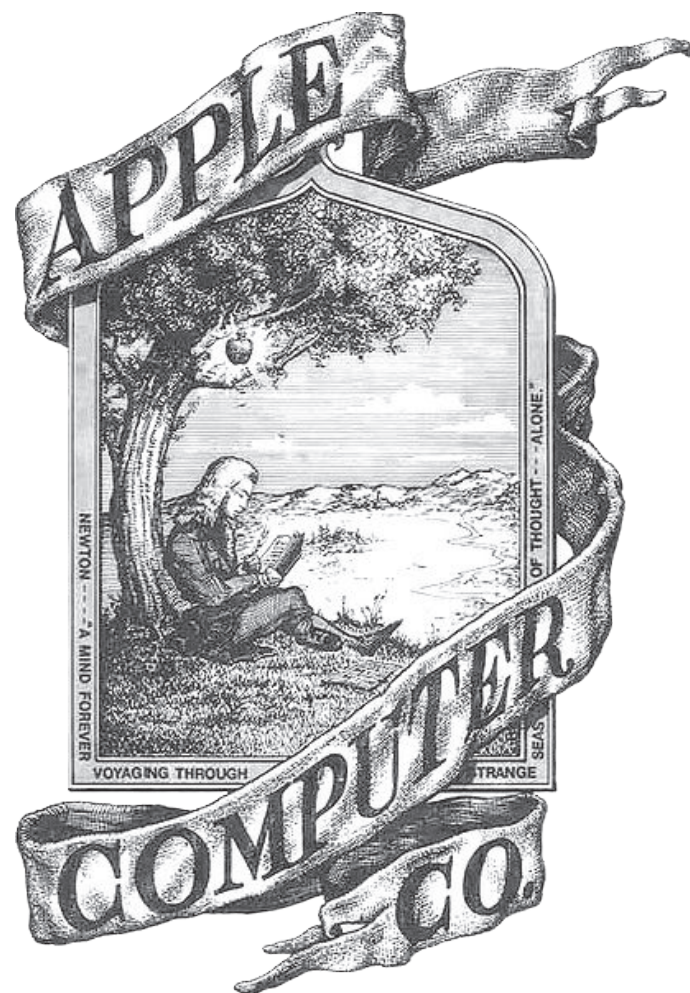






### Apple

The Apple logo didn't start out looking as simple and effective as it does now the first apple logo was a lot more detailed. The first apple logo is of Isaac Newton sitting under a tree with an apple dangling over his head. The phrase on the outside border reads, "Newton... A Mind Forever Voyaging Through Strange Seas of Thought ... Alone." This logo was created Ronald Wayne in 1976. The logo only lasted a year before the founder of apple Steve Jobs got a graphic designer Rob Janoff to come up with something new. The design that Rob Janoff's design is now one of the most recognisable logos in history. His first design was an apple which has been bitten on the side had all the colours of the rainbow but in a different order. This logo has now changed again but to silver, black or white colour depending on which piece of Apple software it is on. The design changed to one colour because Apple had created a new Mac made out of metal and thought that the rainbow coloured logo didn't work well like it used to on the plastic they used to create the macs out of. I think the apple logo works really well because it is so simple and clean. I also like how it can be applied to each of their products no matter what the colour. I think the logo makes the company look modern and expensive. Although I understand why Apple uses and Apple for their logo and why the company is called Apple alot of people might not know this so it might look and sound abit unusual to some people. The images across the bottom of the page show how the logo has changed and how Apple's identity is applied to a range of different products etc.







### Shell

Shell first appeared in 1891. This small London business originally dealt with antiques and oriental seashells. They became so popular with the Victorians that they used to decorate trinket boxes. This soon formed the basis of the company's profitable import and export trade with the far east. After this shell was a trade mark for kerosene being shipped to the far east. In 1897 Marcus Samuel formed the "Shell" Transport and Trading Company. The first logo was a mussel shell but by 1904 the logo had changed to a scallop shell. This gave a visual manifestation to the corporate and brand name.

The Shell as an emblem was actually created not only because of the company name but because Marcus Samuel had called each of his ships that carried kerosene a different type of seashell.

The colours were chosen because in 1915 when shell's first service stations were built they had to compete with other companies so they decided to use bright colours. The thing I like about the Shell logo is the bright colours they have used which make the logo stand out and rememberable. The thing I don't like about this design is how heavy the red outer line is because I think it looks abit dated. I think they should reduce the weight of the red line to make it look more modern. The images below show how the logo has changed over time and how Shell's identity is applied.







### Virgin

Virgin started as a record shop and went on to develop into a vast business empire ranging from business mobile telephone, transportation, financial services, media, travel, music and fitness. Virgin has produced more than 200 companies globally and provided employment to around 50,000 people in 29 different countries. The first Virgin logo was designed by an English artist and illustrator, Roger Dean. The logo was designed for Virgin records. When Richard Branson signed the Sex Pistols he wanted something less hippy and more punk. This is how the iconic signature logo came about. People aren't entirely sure how the logo that is used today was created but legend has it that a young designer scribbled the name on a napkin and Richard Branson loved it. The logo was made red because scientists say that red triggers the strongest reactions in humans. The images below show how the logo has changed over time. The thing I like about this logo design is how it looks like a signature which makes it look personal, I also like how it is in the colour red because it makes it stand out against other similar companies. The images below show examples of how the virgin identity has been applied and how the logo has changed.



Image from Virgin.com



For part of this project I had to choose a company from the list below. I had to choose one that I felt would provide me with the most interesting/creative possibilities for such a corporate scheme:

**CYMATIC:** Home Entertainment company (similar to SONY or PANASONIC etc)

**MODE:** Clothing / fashion outlet (similar to NEXT or RIVER ISLAND or FCUK etc)

**NORTHSTAR:** An airline company (similar to BRITISH AIRWAYS, VIRGIN etc)

**PRODIGY:** Sports company (similar to NIKE, ADIDAS, REEBOK etc)

**ACTIVATE:** A Fitness Centre Group (similar to ESPORTA, GREENS, VIRGIN etc)

**NOVA:** Digital computer technology manufacturer (similar to APPLE or DELL etc)

**STARMAN:** A Guitar Manufacturer (similar to GIBSON or FENDER etc)

**MAXIMA:** Amplification and associated music products (similar to MARSHALL, VOX etc)

**LINK:** Telecommunications (similar to ORANGE or NOKIA etc)

**VIGA:** Broadband provider (similar to TALKTALK or PLUSNET etc) specialising in optical broadband

**REBEL:** Street-wear clothing (similar to QUICKSILVER etc)

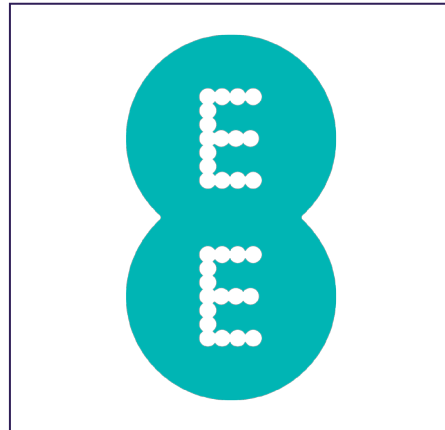
**ZENEX:** Petrochemical company (similar to BP or Q8 etc) specialising in ecological fuels

**DIGITEC:** An Educational establishment specialising in digital technologies.

**MYBANK:** A UK-based bank (similar to HSBC or HALIFAX etc)

From the list above I chose to create outcomes for LINK, because I have chosen link I wanted to do abit of research into other existing telecommunication companies. The next pages shows which companies I looked at and what I thought about their logos.





### EE

EE brand identity was developed by Wolff Olins, who were also involved in the launch of Orange back in the 90s. Visually, the identity is dominated by dots. An entire typeface family of dotted letters, called EE Nobblee, has been created. Much of the communication materials also feature a grid of dots. The colour scheme is dominated by yellow and teal. The thing I like about this the way they have used dots for the type, I think this makes the company very friendly so it will appeal to a lot of people. I also like the colours they have used. Instead of using a blue for the logo like a lot of other mobile network companies have they have tried to use a different colour which I like makes the company feel fresher and modern.



### 3

3 is operated in Australia, Austria, Denmark, Hong Kong, Macau, Indonesia, Ireland, Italy, Sweden, and the United Kingdom. The company was founded in 2002. Hutchison Whampoa owns direct majority interests in the companies that operate the networks that are branded 3. The thing I like about this company logo is how they have used the number rather than the word. The thing I don't like about this design is the design they have used for the number 3. I think the design looks a bit childish and might not appeal to all customers for example a business man/woman might be more attracted to a company that looks a bit more professional. I also don't like the colours they have used because I think it makes the design look a bit cold and it doesn't stand out as much as the other companies do.



### Vodafone

Vodafone is the only British network operator. It carried the first ever mobile phone call on 1 January 1985 from their Newbury offices. Still based in Newbury, they now employ more than 8000 people in the UK, with contact centres in Stoke and Newark and more than 350 stores across the UK. The thing I like about this logo is the way they have used a Quotation mark to show that they connect people together and allow them to talk anywhere. Vodafone means voice-data-phone. Vodafone is an effective play on words which makes the company memorable. The thing I don't like about this logo is the type they have used because I don't think it stands out very much with it all being in lower case type.



### O2

O2 is the commercial brand of Telefónica UK Limited and is a leading digital communications company. With over 23 million customers, O2 runs 2G, 3G and 4G networks across the UK, as well as operating O2 Wifi and owning half of Tesco Mobile. O2 has over 450 retail stores and sponsors The O2, O2 Academy venues and the England rugby team. The O2 logo is very simple but is also very recognisable. The thing I like about this logo is how it only uses 2 colours and how the type is a sans serif type so it looks modern. This works well for a mobile network company because it deals with modern technology. The logo wouldn't work if the type was serif because serif types are usually used for elegant or old fashion/retro companies.