I - Cork City
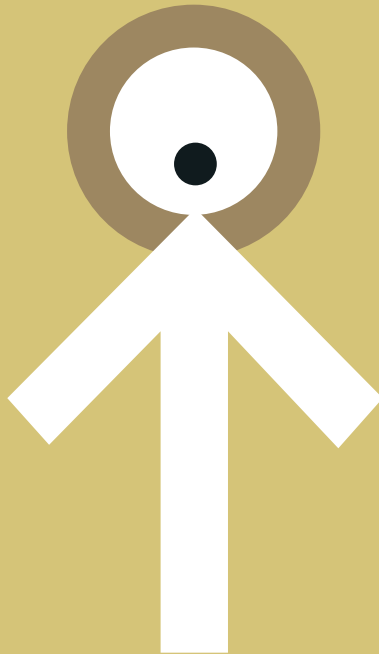
How can I improve my community through visual identity?

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Contents

The following visuals shown are for display purpuses only.

Colour

Colour is a very important element of the new branding to communicate its diversity.

A color circle is a visual representation of colors arranged according to their chromatic relationship.

If I think of my community, I see my people and their diversity in: age, gender, education, background, profession, views on life, political ideas, economical outlook, scientific opinion, religious perception and the list goes on and on.

In short, my people are like the colours in a colour circle: primary, secondary, tertiary, complementary, analogous, active, passive - they literally come in all sorts of tints and shades. Some are working well together and others simply don't. And this fact is a challenge in every community and working relationship.

But all of these people are needed, every single one of them, all are a part of a puzzle and only together, they can create a full picture that makes sense with an overall content.

So I believe that creating colour harmonious combinations, is like putting the right people together in teams, which are then able to co-operate with other teams efficiently. Therefore I see the colours of Cork City arise from the colour wheel. Individual colour palettes have to be developed for each department of the Cork City Council, while the Cork City Council and the City of Cork will share the same palette.

Why? I want to create a monolithic branding with an individual twist. The twist is, that if you put the colour palettes of all departments together you will have the colour palette of the Cork City Council and the City of Cork. (see page 10)

There might be a need for two more colours, which would be brown and black. Black should be used mainly for **text** in publications, literature, online, packaging and textiles.

Brown should be used **sparely**, but might be important for situations where a sense of strength, reliability or a feeling of warmth, comfort and security should be evoked. But this colour has to be used wisely, because otherwise it can create feelings of sadness and isolation, something I do not like to trigger.

g. Ideas for colour usage

Coat of Arms

I will start with the Coat of Arms. Many of my people will be surprised to learn, that when the motto first appeared in print, it meant exactly the opposite of what it says today. It was penned by the Roman poet Vergil. He was describing a very dangerous harbour. He wrote: "*Static haud bene fida carinis*" - "*a harbour in no way safe for ships*".

Once there was a smart Corkman who simply dropped the word "haud" and left us with the motto that we have today for our Coat of Arms: "*a harbour quite safe for ships*". Unfortunately this man is unknown.

I know, that there are many people who are really proud of our crest. I do appreciate this fact a lot.

If we look closely (picture a on the right hand side), what does our current crest tell us? Firstly, it does not look very welcoming. Secondly, it must be indeed a very brave fisherman, who has the guts to steer his boat by stormy see through that little gap and the stony rocks in the foreground of our current crest.

I am sorry to say, the crest does not look safe. And this, despite the fact, that the latin descriptor is telling us different. Thirdly, as we are in 2010, our current crest looks rather old fashioned.

If you look at the representative logo (see picture b on the right hand side) of Cork City, what do you see? The current logo of the Cork City Council looks like it is the City of Cork. Not its people.

What we actually need is a logo set which represents the current 'Zeitgeist' and responds to the needs of the public. In short, we need to include the public and motivate our citizen.

Therefore we have to amend the usage of the Coat of Arms and develop a logo set for the day to day usage, which reflects our brand attitudes.

The Coat of Arms could for example be used as watermark, on its own without descriptor on flags, banners or other materials, where it is referring to the history, heritage or language conservation of the City of Cork.

a. Coat of Arms, Cork City

**CORK CITY COUNCIL
COMHAIRLE CATHRACH CHORCAÍ**

b. Official Logo of Cork City

The personality of this crest is **strong**, determined *and* intelligent.

c. Examples of how shape and style can change perception

The personality of this crest is **traditional**, friendly *and* conservative/wise.

The personality of this crest is **proud**, distinctive *and* friendly.

The personality of this crest is **open minded**, proud, innovative *and* welcoming.

Status Quo

There is a need to move away from the current use of logo sets. As it can be seen in example d. on the left hand side, there are too many logos '*flying around*' referring to the same institutional body.

This courses confusion and raises the question: Who actually is Cork City Council?

It leaves us with the impression that the '*left hand*' might have no clue what the '*right hand*' is actually doing.

This is no good, as we need unity to move forward and accomplish, what we set out to do. The choice of font will be very important, because it tells something about our personality. This means the font will communicate the attitudes of our brand purely through its existence.

For the new logo, I would like a type with a lot of character to visualise, who we are and what we stand for. In example e. on the left hand side there are see six font examples.
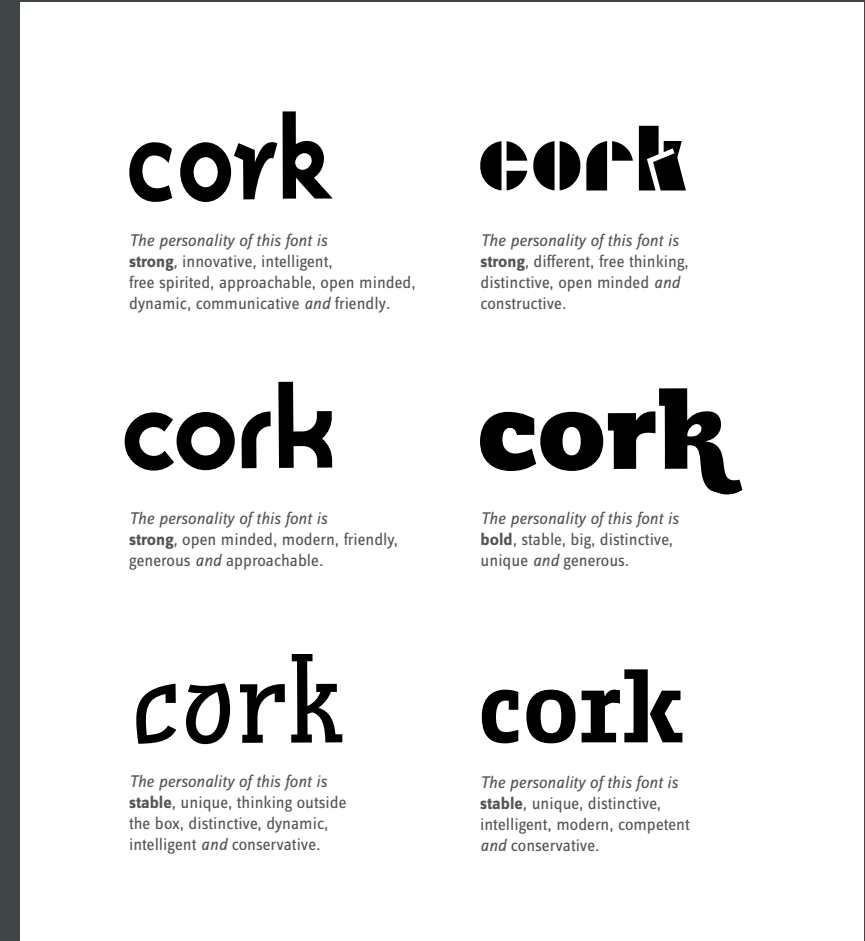
All these examples use the word **cork**. **And all of them communicate the word cork completely different.**

d. These are examples of some of the current logo applications, all of them are representing the Cork City Council.

Visual Communication *is* Communication. It works in the same way a brand perception is created - mainly through your gut. A feeling. Instinct. Like. Dislike. Understanding.
Good design is effortless, simple, usable - form follows function. This above all means its creation was based on a measured psychological, form giving process, which suggests that the person involved knows its rules in order to break them. We should bear in mind - only something with *a meaning* will stand the test of time.
Elisabeth Lammerschmidt 2011

The personality of this font is **strong**, innovative, intelligent, free spirited, approachable, open minded, dynamic, communicative *and* friendly.

The personality of this font is **strong**, different, free thinking, distinctive, open minded *and* constructive.

The personality of this font is **strong**, open minded, modern, friendly, generous *and* approachable.

The personality of this font is **bold**, stable, big, distinctive, unique *and* generous.

The personality of this font is **stable**, unique, thinking outside the box, distinctive, dynamic, intelligent *and* conservative.

The personality of this font is **stable**, unique, distinctive, intelligent, modern, competent *and* conservative.

e. Example how the choice of font can change perception. The type choice is not based on typographical quality/beauty, but on the function to display the influence a type choice has by communicating a persona.

The Briefing | Logo

My city is lacking unity and togetherness. It has many very well educated and knowledgeable people, but there is a lack of listening and teamwork.

With the new logo we need to demonstrate this unity, consistence and the will to improve through teamwork. Therefore a monolithic identity is advisable.

The choice of font tells something about the personality, the descriptor refers to whom it represents and the tagline shows the philosophy/strategy.

I want us to use all three elements to communicate our brand attitudes and the strategy. The examples f. on the right hand side are showing the direction the logo development could take.

I want to introduce a logo for the public, for my people, used at key points throughout the city (parks, litter bins, play grounds, banners, signs, advertising or public events). This will give the people an ownership of these places.

Corkonians say they are living *in the Peoples Republic of Cork*. I deliberately like to use this term to give my people the most effective psychological sense of ownership.

With a tagline saying something like *together with believe we achieve* this ownership spreads into the core of all things - **the community**.

The Cork City Council and their departments will have their own unique set of logos. I want to improve and reform not only, how the Council represents itself and how the people relate to it.

The Council needs a reform form within. This means, how people communicating, working together. I want to change the perception of their work and their future within the organisation.

I am talking about a public service reform, which is quite an explosive topic. This topic could be compared to the act of opening Pandora's box. But, as a matter of fact economically and politically, there is no way around it.

A motivational tagline like *together we shape our future* reminds all people employed by the Council of the purpose of their work: **serving the community in unity and through teamwork**. A community they as well are living in as a citizen.

f. Concept/ideas for a logo set

The Briefing | Single Business Identity (Monolithic)

The identifier or word mark '**cork**' stays in ratio and proportion. To visually differentiate the departments, parts of the total colouring of the two main logos will be used; these are '*Peoples Republic*' and '*Cork City Council*' (see page 10). Each department will have its own unique colour palette, which psychologically relates to its services.

The main tagline for the Peoples Republic logo is '*together with believe we achieve*' this motivation is specified in the tagline for the Cork City Council which says '*together we shape our future*'.

How Cork City Council intends to shape the future is then answered through the tagline of each department for example:

- **Housing & Community**
  together we find solutions
- **City Architect's**
  together we plan for the community
- **Human Resources**
  together we reform our skills
- **Docklands**
  together we set new standards
- **Recreation & Culture**
  together we create, enjoy and play
- **Community & Entreprise**
  together we bring future prosperity
- **Strategy, Planning & Development**
  together we plan wisely with vision
- **Roads & Transport**
  together we enhance public transport
- **Environment**
  together we sustain and improve
- **Corporate Affairs**
  together we preserve and gain
- **Civil Defence**
  together we will protect our city
- **Fire Department**
  together we guard city and people

PEOPLES REPUBLIC
together with believe we achieve

CORK CITY COUCIL
together we shape our future

CORK CITY COUNCIL
DOCKLANDS
together we set new standards

CORK CITY COUNCIL
ENVIRONMENT
together we sustain and improve

CORK CITY COUNCIL
CIVIL DEFENCE
together we will protect our city

CORK CITY COUNCIL
FIRE DEPARTMENT
together we guard city and people

h. Abstract of an example set of logos for Cork City

The Briefing | Imagery

I mentioned I am a small, busy, pretty and social place. The imagery should be as unique as I am. The style Dave G. Kelly, a photographer from Dublin, uses in his interpretation of Dublin is exactly, what I am looking for.

His style mirrors the scale of the place, but yet displays its very own little nutshell very beautifully.

I would like to pick up my people in the shopping street. I want to enter this lovely little world, which seems to be different and fascinating.

This photography style gives an almost other worldly impression. The observer will find an instant connection, and a feeling that there is something special about this place - something different. This is the emotion I want to trigger. A perfect toy town. The positive associations are: innovative, flexible, creative, pretty and very likeable.

These image I see in use for covers, or advertising with a relating slogan or for full inside spreads **only**. Those images are to used sparely with purpose. **If applied wisely, with other images and corresponding content, it will leave us only with the positive associations.**

I would like to commission the photographer *Dave G. Kelly (all images shown are taking by him).*

The Briefing | Imagery
My People

My City are *my people.* And they are authentic in the first place - **no stock images**.

   Photography should capture movement, flexibility, their humour and character.

   Corkonions are welcoming, optimistic, intelligent, inspiring, determined and social.

   Happy outcome and authentic material my people can relate to. *Emotions are key.*

My people are not robots, they are not pitch perfect and this is good that way. Because there is no such thing.

Their normality and personality is their beauty, their charisma, intelligence. This is exactly the spirit I want to portrait, it is authentic.

Photographer: Evin O'Keefe

Photographer: Evin O'Keefe

Photographer: Dave G. Kelly

Photographer: Dave G. Kelly

Photographer: Dave G. Kelly

Photographer: Evin O'Keefe

Photographer: Gavin Golden

The Briefing | Imagery Characteristic for House Fronts in Cork is Colour

Photographer: Baptiste Rutko

Photographer: F. Bartley

Photographer: John Finn

Photographer: Ivan Gomez

Photographer: PJCY (www.flickr.com/photos/ wheaton4)
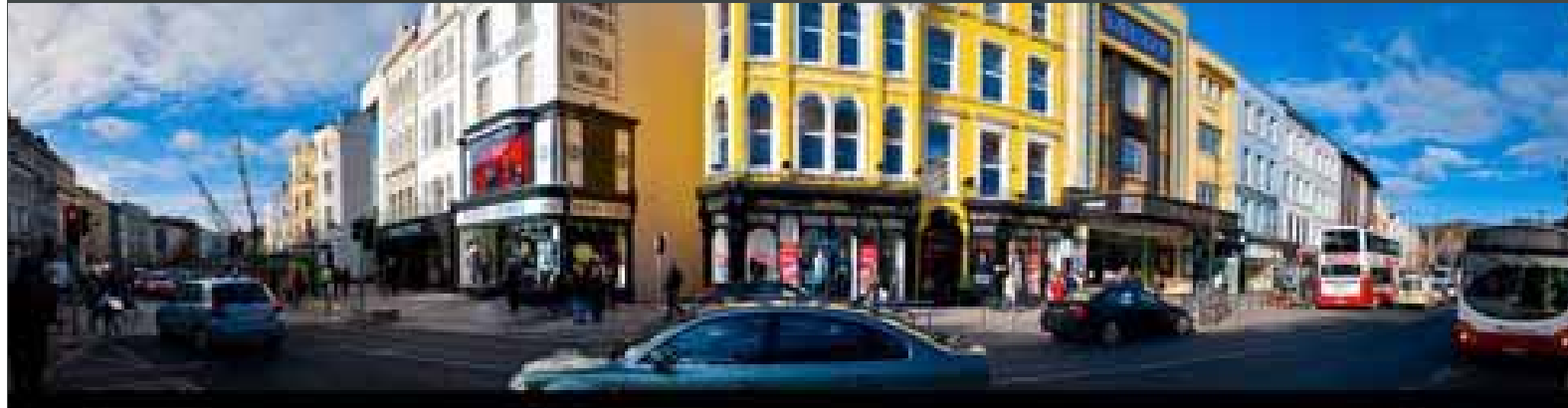
The Briefing | Imagery

Some People call Cork as well 'l*ittle Paris*', because of its many waterways through out the town. Cork has something for everyone. From tiny little and very personal shops, over markets (the English Market for example is open everyday) to modern outlets around the Grande Parade and Opera Lane.

Colours are important. Cork is very colourful, even on a very grey day, which we have quite a few in Ireland.

The imagery should reflect this diversity. Natural movement, look and feel - real life.

Photographer: Steven Cox - City of Culture 2005 - Opening Ceremony

**The Briefing | Imagery
Cork City**

Photographer: Alder Class - Patrick Street

Photographer: Alder Class - Grande Parade

Photographer: Alder Class - Opera House

**The Briefing | How Things
Could Be**

The images on the right
hand side are sample
applications - **not** suggested
designs!
These demonstrations are
part of the briefing/concept
to show the impact a proper
branding could have on the
day-to-day environment.

An example of branded coloured flags.
Each department of the City Council
for example the Library, Police Force,
Tax Office, Community Services etc.
would have their own flag (with their
own monolithic logo, colour palette and
slogan).

Furthermore flags or banners could be
produced containing information about
historical sites and services available.
This would not only give the citizens,
tourists or visitors a better orientation
within the city, moreover it shows an
organised Council as a unit.

This creates trust.

The Briefing | How Things Could Be

Branded colourful Council vehicles will not go unnoticed for visitors, citizens and tourists.

I would like to introduce as well the Intelligent Series of street furniture with a bluespot terminal and more importantly solar panel roof plus dynamic display for schedule updates and announcements.

   It would be good for the blind or people with bad eyesight to get some form of orientation. Again the solar panel is a clever solution and a long term money saver.

The functional bus stop shelter Intelligent Series harmonises seamlessly with the urban landscape. Premium materials and a wide range of accessories make this street furniture object a sustainable solution. Optional features: Bluespot terminal with telephone and wi-fi, solar panel roof, dynamic display for schedule updates and announcements, advertising display case, bench, waste bin. Products and description are taken from www.wall.de a website for street furniture.

The Briefing | How Things Could Be

With intelligent street furniture like the few examples shown, I can improve the life quality for my citizens and I will have less expenditure in the long term. The timescope will not only be interesting for tourists erected at key points throughout the city landscape, it will be interesting for a lot of my citizens to experience me - the city they are living in. An info column could be helpful not only for historical sites, memorials or landmarks, it but could be used in urban spaces like shopping centres or at bus stations for general information and orientation purposes.

The timescope shows viewers the scene that lies before them as live web cam transmission, creating the illusion of the same scene in the past or future. History becomes alive.

The Wall Dog Service Station dispenses free, eco-friendly paper bags made of recycled material. The Dog station features an optional illumination system.

The info column provides access to digital, interactive information. In front of historical landmarks, memorials, or wherever the immediate environment can be understood better with additional explanations.

The frameless passe-partout of this billboard is wall-mounted. An optional integrated lighting systems provides perfect illumination by day and night.
All products and descriptions are taken from www.wall.de a website for street furniture

The Briefing | How Things Could Be

This is an example of how publications could work without the usage of too many images. Sometimes a department does not have adequate photography.

To create a simple yet colourful and strong composition with transparencies is a very good option.

Geometrical forms, type or celtic ornaments and patterns could be transformed and brought into the 21 century.

In line with the colour coding and simplicity of forms, a unique yet clear visual language could be developed which underlines and complements the content.

The Briefing | How Things Could Be

In case publications contain imagery, these will be used in combination with the sail forms, when used as full spread as editorial pictures.

All publications are colourful and bright. Strong, lively and unique. The crest is used in this example as watermark (can be embossed as well) on a plane background, here the back cover.

I do not want to follow a mainstream or '*trendy*' visual language. A modern, clear and fresh impression, which ideally uses elements of the celtic art language with a modern visual interpretation, is what I am looking for.