

2. project equality of status of the two official languages,
3. ensure effective management of design,
4. achieve cost savings through standardization,
5. project a professional corporate image.

The first objective was met by ensuring that all applications were consistent. That meant that all colours, symbols, type styles and layout of elements were clearly specified.



**(L-R): Summer Constable Louis Bourgon (student), Cst. André Beaulieu and Cst. Pierre Lanthier, helped out from their Police Patrol Boat during the annual Hope Beach Volley-Ball Tournament for charities, held at Mooney's Bay, in Ottawa.**

In order to project equal status of the two official languages, it became policy that the same type style and size would be used for both official languages and that they would always appear side by side, rather than one on top of the other. Effective management of design was achieved by the fourth objective: standardization. Cost savings were also realized through standardization. The fifth objective i.e., projecting a professional corporate image, was a very welcome challenge for the graphic artists that were involved in designing the RCMP's corporate logo.

Every organization strives to develop a distinctive, appealing and unique image for itself in order to enhance its visibility and recognition in an increasingly competitive marketplace. The familiar "Mountie"

image has served the RCMP well. This highly-regarded symbol of Canada has succeeded in bringing instant recognition wherever it appears around the world. In fact, an Environics Poll done for Heritage Canada found the "Mountie" to be one of the top five internationally-recognized symbols of Canadian identity. Ironically, the "Mountie" was not even one of the symbols that had been used as one of the elements within the design scheme of the RCMP's corporate identity.

Although the Mountie in Stetson and scarlet uniform is a world-famous symbol, it is not the image portrayed in day-to-day police operations in Canada. Therefore, in addition to the Mountie, other identifying elements were also needed because the Royal Canadian Mounted Police officers "on the beat" wear different uniforms, in both style and colour. To support the day-to-day operations of RCMP employees, the Force was to rely on good, consistent and innovative design for uniforms, vehicles, signage, stationery, publications and promotional items, which would be seen by the general public.

In order to introduce a new corporate image for the RCMP, all the applications and traditions had to be taken into consideration. The first one to be reevaluated was the "traditional" patrol car design. Since the introduction of the "RCMP Blue," all RCMP marked patrol cruisers had been factory-painted blue and white. But then, in the late 80s, the vehicle manufacturers indicated that the specially ordered two-tone paint options would no longer be available. That, coupled with the fact that the typical dark coloured car with white doors was not in keeping with the modern-day police car image, and secondly, with the issue of single-colour vehicles being touted as a potential cost saving measure, it didn't take long before it was "out with the old design,