



## MARITIME ENFORCEMENT

One of "J" Division's main weapons for enforcing *Small Vessel Regulations* is its Bathurst Federal Enforcement Section (FES) *Guardian*. The 25-foot Boston Whaler powered by twin 150-horsepower Johnson's motors, is capable of

speeds up to 62 miles per hour, and is virtually unsinkable, even in the roughest seas. The *Guardian* was put into operation in the Fall of 1993, is used from early April until late October, patrolling the area of Campbellton to Miscou Isle, down to Neguac.

centres involved. Otherwise, the program is doomed to failure. However, a number of factors contribute to making the follow-through difficult. Most large organizations are almost always prone to resist to change. Geographical distances between an organization's divisions also tend to work against the common goal.

A corporate identity program impacts on almost all aspects of an organization. It affects advertising, building signs, vehicles, uniforms, exhibition stands, printed matter, and even to a considerable extent, areas of marketing and service policy. Often the responsibility centres for these functions will raise objections to new initiatives and the responsibility centre for the corporate identity program must be prepared to receive critical analysis of any change to the "status quo." Very often, new restrictions or limitations may be forced on personnel involved in the corporate identity program and their freedom of action and artistic expression may be reduced or controlled to some extent. The gains to be achieved from a new or revised image, must therefore be clearly understood by all parties, by everyone involved in the decision-making.

In today's severe fiscal climate, we cannot overlook the obvious costs associated with a new or revised corporate identity program. Often existing budgets, already squeezed to limits, are forced to fund major conversions, thus imposing almost impossible expectations on those responsible for

the implementation of corporate identity programs. Consequently, cheaper alternatives and delays in implementation usually result and in many instances, because of other priorities, managers who are not fully acquainted with the importance of this new communications strategy, will siphon off funds that are allotted to the identity program. Obviously, this has a negative impact on the global interests of an organization.

Time is also a critical factor when determining implementation schedules for a corporate identity program. Expenditures can be lowered substantially by adopting new designs on letterhead, for example, only when old stock runs out, or when there is a need to refurbish or replace existing inventories. While these methods may appear to be economical, they can also defeat the purpose of a consistent corporate identity by creating a situation where some things remain unchanged for too many years.

For a long time now, private enterprise has recognized the value and the importance of a consistent graphic image. Profits depend on an enterprise's high visibility, instant consumer recognition of its products and services, and on an appealing graphic design. These graphic designs which are called "logos" or "trademarks" are quite possibly the most important aspects of any organization's image and visibility.

Government departments differ somewhat from private enterprise in their basic objective, that of making a profit. Therefore, one