

ANNEX A

UNIROYAL'S CORPORATE IDENTITY MANUAL

The corporate identity manual published for UniRoyal is a model for the practical and simple guidance it provides. About 100 sheets printed on light board and grouped in 14 sections, are contained in an extremely rugged ring binder. It will last and can be added to. It starts with a simple explanation of corporate identity, explaining why the company has chosen its new name.

UniRoyal is the foundation upon which we are building a new corporate identity for our company. Four years of research have proved that UniRoyal is a name which is highly suitable for us. It is easily spoken. It is visually pleasing. It connotes diversity without product restrictions. It has no geographical limitations....

The introduction explains the need for consistent use of one identity, and charges that accomplishing this 'is the responsibility of each member of the worldwide UniRoyal family.

The next page describes the purpose and use of the manual and names the central authority - the 'Office of Corporate Identity' in New York, giving the address and telephone number to which all questions should be directed. It then gives definitions of the main words: corporate trademark, corporate name, and brand trademarks.

The next section describes the corporate trademark policy (discussed in previous section).

The next section describes the design of stationery and forms, and shows how to lay out the typing on a letter.

Each month UniRoyal ship 600,000 cases of branded products from its plants around the world. The company attaches importance to identifying them correctly. In fact, the company has set up an 'Identity and Packaging Committee', to coordinate all packaging design. A section in the manual lays down guidelines for general use. It lays down no rigid specifications for labelling, because labels themselves vary so much. However, all labels for company-endorsed products carry the corporate trademark and conform to the graphic principles outlined in the manual. They are approved by the office of corporate identity before use.

The manual says:

Wherever possible a family resemblance should be developed not only through the use of corporate trademark but throughout coordinating colour design.

Although ten illustrations follow, this section is a little too vague to achieve either the consistency which UniRoyal seeks, or the quality they'd like.

The next section covers use of the new name in advertising. The trademark is to appear in every advertisement, in the bottom righthand corner. Variations to this are allowed only if approved by the director of advertising. Readers are warned of incorrect use of the trademark: too light, too small, against too dark a background, in the wrong colours, too close to other marks.

There is a page on the use of the corporate trademark in TV advertising (in 10-39-second spots with audio identification. In 1-minute spots both video and audio identification although not necessarily synchronized.) All uses of the name in TV advertising are cleared both by the director of advertising and the director of corporate identity.