

CN PRESENTATION

A. Introduction (objectives of CN)

- 1. What image is desired
- 2. What a good image can accomplish

B. General background

- 1. What is a corporate image? Its value, nature, origin (visual and historic) and its abilities in communicating ideas, motives, etc.
- 2. Example (IBM program for instance)

C. CN Image treatise

- 1. What the existing image is (from a visual point of view, not PR)
- 2. How new image and trade mark evolve visually (this item is questionable now but is intended to be a slide essay on railway or other type visual evocative experiences, tying in rather directly with shapes, patterns and feeling with the final symbols)
 - a. How the images and symbols should be similar and how different.
- 3. Comments on the origin, visual properties, and value of trademarks. (recognition, association, etc.)
 - a. Historical
 - b. Contemporary example (B&M, NH, PAN AM, or any Canadian ones)

D. New trademarks and projected applications

- 1. The trademarks
 - a. Explanation of arrival at solution
- 2. Applications Suggested
 - a. Graphics
 - b. Signage
 - c. Misc. applications
 - d. exterior and interior design
 - e. displays
 - f. rolling stock and other equipment

E. Questions

F. Exhibit

As you can see it is nothing more than the letters CN...or is it?

Let's look at those two letters apart and then joined together.



Apart they are two separate letters -- joined together they become a single line moving from one point to another. Which, as we worked upon this problem, seemed to be the one thing common to the complete CN system. The movement of men, materials and messages from one point to another. And what better way to symbolize this than a continuous line. In effect what you see before you is a route line that incidentally spells CN.

But how does this symbol apply to the other companies within the System...

Central Vermont and Grand Trunk Western?



Again the same principle is applied -- a single thickness line moving from point to point that spells the initials of the company. A CV for Central Vermont, a GT (with Western spelled out) for Grand Trunk Western.

Solving the problem of identifying separate services within the system becomes simply a matter of stating the function of the department below the CN symbol



Only one type face, again single thickness, is used and the word is left to find its own length below the symbol rather than torturing Marine into the same space occupied by Communications.

Now let us examine the symbol on the basis of our earlier discussion of 'the properties of a good trademark'.

Is it legible?



I have reduced the symbol down to 1/32 of an inch without any loss of recognition of the two letters C and N. You yourself can use this 'eye chart' slide to show how scale has little effect on the mark. Later on you will see the symbol as big as a tractor trailer or as small as an engraving on the handle of a spoon.

This next slide



shows you the symbol moving rapidly through space without any serious deterioration to the legibility of the two letters. And yet another slide



shows the symbol jouncing up and down.

~~But is it appropriate to the product or service~~



~~Here you see the symbol on its end alongside a simplified cross-section of a railway track. Here you also see the symbol as a series of items moving from point to point along a route line. Incidentally~~

~~and since it applies to the subject under discussion a line is defined as 'a dot in motion' which is exactly what we set out to achieve with this mark. A symbol that would, as I said earlier, represent the movement of men, materials and messages from one point to another.~~

~~There are several analogies that we could draw to show the appropriateness of the mark--the similarity of the symbol to a cattle brand and the association of the railway with the opening up of the West. If that seems too far-fetched then think of the symbol as a ribbon of steel. Note the close association of this mark to highway signs that in themselves symbolize travel.~~

Is it memorable?



Here is the top of the symbol, the bottom, and a backwards view. In all cases you can 'read' the rest of it already from memory. After this meeting is over I would suggest that you doodle the new CN symbol from memory and then try to do the same thing with the CPR trademark. The results should be interesting.

Is it easy to reproduce?

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It is one colour -- the present symbol is two to three colours. It can reduce down, as I said, to 1/32 of an inch in width whereas I doubt if the present symbol could go any smaller than 1/2 inch in width. Any stencil cut of the symbol would not need a single strut and if you have seen the complex stencils in use at present you will realize what a considerable saving that would be. Any sign painter could reproduce

it since the symbol is entirely geometric--just straight lines with one setting of the compass for all the curves. The symbol could be a one colour neon tube, could be cut, sewn, printed or engraved as simply as a straight line would be. If it appeared on a corrugated surface the results would be similar to this

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which shows how readily it stands up to drastic surface changes.

But does it communicate quickly?

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The answer to that is that it communicates as easily as the letters CN. Is it able to resist change? As easily as the historical marks I showed you earlier since the construction of the CN is exactly that of everyone of them--a single thickness line.

I should add that our experience to date with this symbol has been most rewarding. Almost without exception the reaction has been favourable, but interesting enough that reaction has grown even more sympathetic as the viewer sees the symbol applied. You will find many opportunities to see it in use during this presentation and trust your reaction will be as enthusiastic as ours.

Finally is it original? Gentlemen I leave that for you to decide.

Thank you.

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afew words on graphics

Now, for example is a small collection of graphic material a menu, telegram blanks, letterheads, folder showing some of the possible applications of the symbol