

Proposal to James Lovick & Company Limited

Our experience in the field of corporate design has led us to feel that management should know from the outset exactly what the step-by-step procedures are in arriving at a solution. As you realize, it is not just the simple problem of sitting down at a drawing board and producing reams of suggested sketches which management then 'art directs'. Inadequate and compromise programs are the common result of such an approach.

There should exist in all your visual communications a basic identity which would represent the more elemental and enduring qualities of James Lovick & Company Limited. The qualities, in fact, that were discussed at our last meeting.

A basic identity is achieved through standard design elements such as trademark, company name, service names and type styles. The stability created through consistency of appearance of these elements allows for considerable freedom of approach and direction in all promotional material as long as the basic identity remains constant.

The benefits are obvious! With a basic identity used consistently over a period of time in all of James Lovick's promotion, the 'feeling' of the company would be firmly established and maintained in the mind of the public.

You would then not have to ask yourself, 'Is there a difference between how we see ourselves and how the public sees us,' which is really what we are talking about.

We would suggest that the following steps be taken in order of action:

1. It must be decided what James Lovick & Company Limited looks like now and what it should look like in the future. Part of this information came out of our meeting, but we feel that this decision requires extensive research throughout the company and the field. Such research, particularly in the area of existing attitudes, is vital to the success of the program.

2. All existing visual material that both employees and public see should be gathered together, along with detailed information concerning method and frequency of appearance, instigation responsibility, and if possible current assessment of value to the company.

3. A comprehensive study should be made of other competitive advertising agencies' visual material and an assessment made of relative merits in relation to their standing in the community.

4. All existing attitude surveys of the Canadian advertising field should be collected and studied.

5. Based on the foregoing, a decision should be reached on how marked a change can be made by James Lovick & Company Limited and in what direction the company should go.

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6. Creative design should start at this point and continue until we are certain of the correct solution to the problem. It may well be that more than one solution is forthcoming and, if so, then the next step (6) is almost mandatory.

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7. It is recommended that ~~research~~ <sup>done</sup> be ~~done~~ to test the finished design(s) for recognition, visibility, memorability and image communication. We strongly urge that such action be taken. Such testing played a major role in client acceptance on both the Canadian National and Scotiabank programs. *has*

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8. Once the design is completed, it should then be applied to several pieces of promotion material such as letterheads, ~~brochures~~, brochures, advertisements, etc. In this way we can be certain of its adaptability and you will be able to see it in use.

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9. Once this stage is reached, we would then like to present the program in its entirety and in one meeting to you and your fellow directors. The form of this meeting would naturally depend on what solutions were to be presented, but one point is important: the entire range of the program

should be covered in a single meeting. Thus the complete picture of our presentation can be viewed at once and in total. Nothing destroys a new idea more quickly than seeing it in bits and pieces.

*The directors*

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10. When, and if, ~~management~~ approves the design program, then it would be our intention to assist in implementing the plan. Discussion concerning such assistance should take place at that time, for we feel that the initial application is as important as the solution itself.

~~11. If our design program proposal is rejected, then further work will be undertaken to satisfy both management and ourselves. However, it is important to stress that our decisions are not made arbitrarily and are based upon a solid foundation of experience. Our success and reputation hang on every assignment and we must retain the right to be satisfied that the final solution is correct for James Lovick & Company Limited.~~

We recommend the following budget to cover the program as outlined:

Development and application of a complete corporate design program, including symbol and applications  
(with the exception of design testing)

0000  
~~43,500~~

~~We realize the importance of this decision to the future appearance of James Lovick & Company Limited, and if we can be of further assistance to you in this matter, please contact us. We look forward to the possibility of working on this project.~~

~~Walter B. Fleming  
Vice-President~~

7 March 1962