

VISUAL IDENTITY

LOGO.

In order to reflect our ideas graphically, initial thoughts were sketched (Appendix 3) which are represented in our primary findings (Figure 1). These were presented to stakeholders through an online survey (Appendix 4) in which we gained insightful knowledge; thus retaining the admired aspects of Exeter's previous logo. Each draft incorporates elements of the crest, the colour green and the letter 'X' which has been softened to prevent overshadowing the crest.

Figure 1: Represents the initial drafts exposed to the public through a secondary survey in a more refined data collection method which inquires if the logo should be changed? And if so, which is more popular:

Logo 1 - Simplifies the elements of the crest to achieve a balanced contrast of heritage & modernity.



Logo 2 - The crest is simplified making it crisp, fresh and a versatile alternative



Logo 3 - manipulates the 3 main elements of the crest into a contemporary modern design. The change of the 'of' offers simplicity and minimalism.



Logo 1 (Figure 1) proved to be the most popular choice (Appendix 5) with the majority (62.8%) of stakeholders justifying their choice by; the use of the colour green, incorporation of the crest and the contrast of traditional and modern elements which is representative of the university..

Strategies for Reaching Objective:

Consultation begins, with the review of three prototypes and the existing logo which were distributed to stakeholders with a choice of change. A minority of stakeholders have voiced their concern that funds could be spent on 'tangible' investments, like infrastructure. While others believe implementing a new logo will have a "positive effect on brand modernity, brand attitude and eventually brand loyalty" (Anitsal et al., 2013, p.11).

INFRASTRUCTURE DESIGN

Another aspect of infrastructure design which can be improved is the identification of each 6 Schools at the university, it is important to differentiate through design to help improve individual identity as well as synergy between buildings. This will therefore give all departments their own individual personality, but brand firmness can be achieved by linking them to the visual identity, through consistent looking posters or the use of the logo. Although Exeter's colour is green, it is important we do not make every aspects green as this will constitute to a bad and monotonous design. It is therefore proposed for each 6 individual schools colours from the original crest will delegated to to a certain colour scheme, Figure 2.

Figure 2 shows the breakdowns on each colour scheme for the 6 different schools at Exeter



This colour system will work with the usage of strips in the logo and tones for posters, merchandise, signs around campus and website. Examples of usage can be seen in the following examples:

For the purpose of this task we have chosen to use the most popular logo from the survey however we believe in order to make a full decision on the logo recommendation it needs more qualitative and quantitative research.



To allow coherence across the infrastructure of all campuses Appendix 8 shows examples of the implementation of the alternative logo in merchandise, maps and signage.

APPENDIX

Appendix 1 - Analysis of the current logo by Alumni, Students and Staff

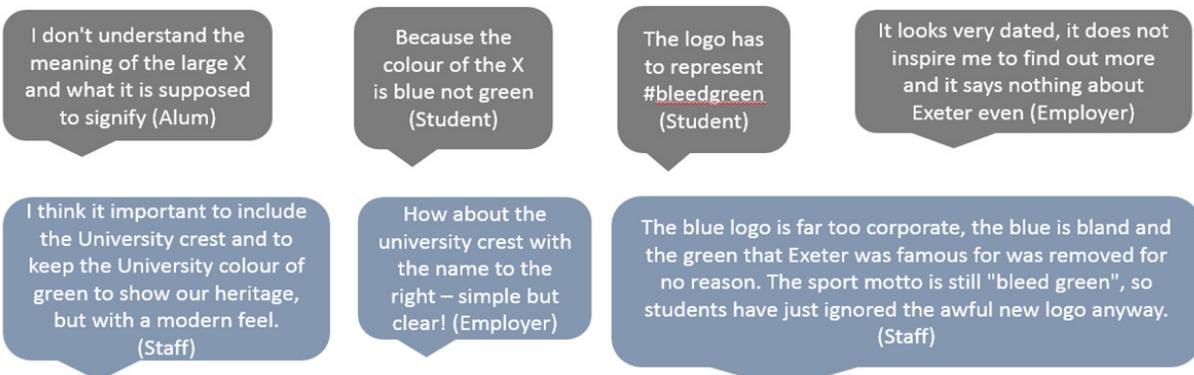
Negative aspects of the current logo



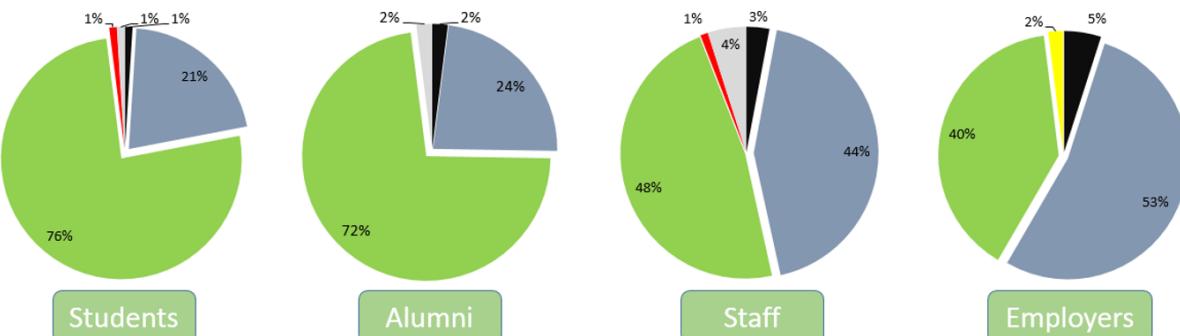
Positive things about the current logo



Arguments in support of changing the existing logo



Inconsistency in colour association among stakeholders



Appendix 2 - The history of Loughborough University's Logo development and other university logos that have had a positive influence on society, these have been used as inspiration and the sketching design stage.

1) Old traditional crest



2) Second version



3) Unsuccessful attempt to change the logo



4) Current logo includes traditional elements and has a modern appearance (The best version)



Inspiration for logo design:



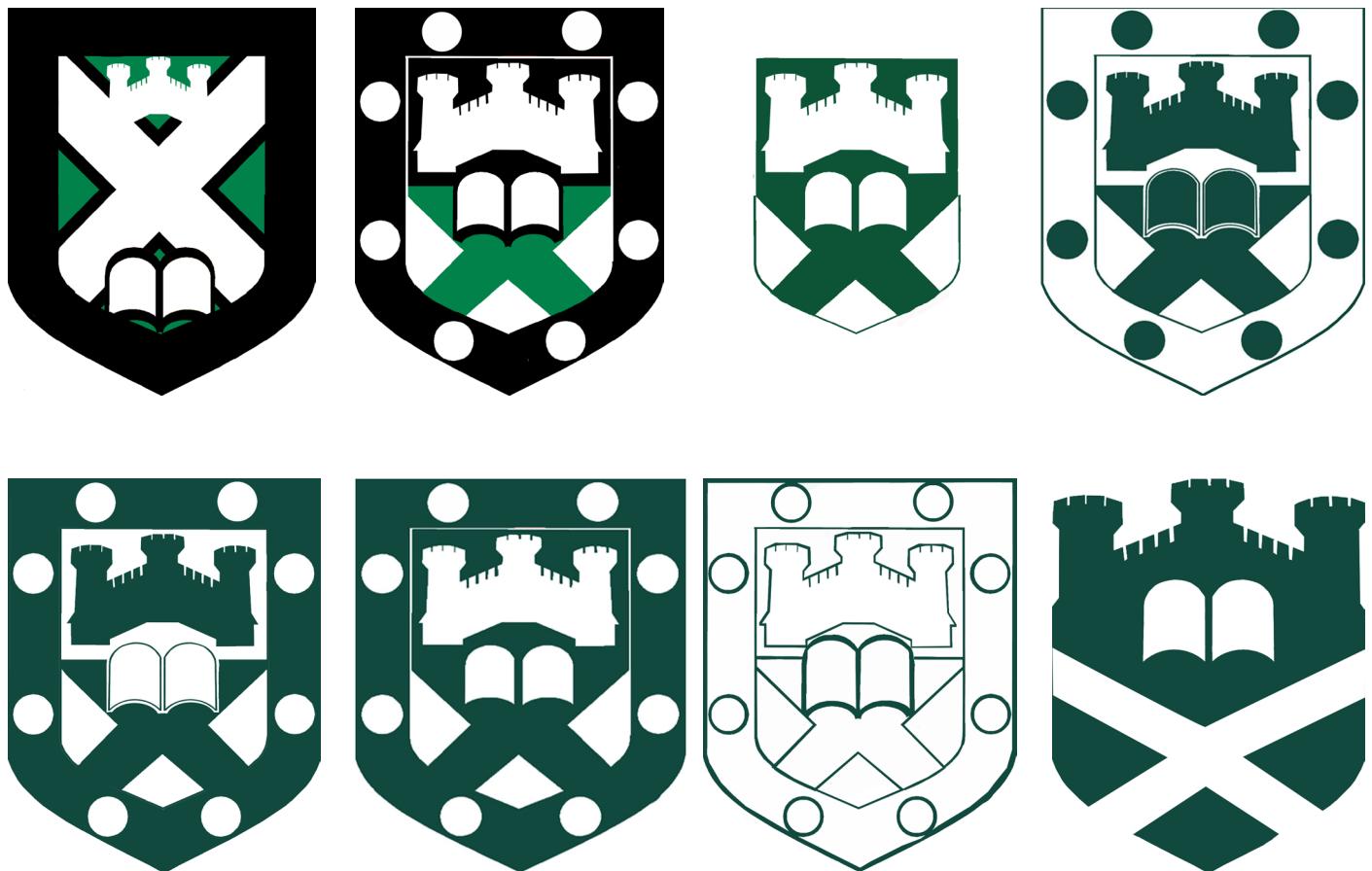
Durham
University



UNIVERSITY OF
STIRLING

Appendix 3 - Initial sketching

Crest



Text

UNIVERSITY OF
EXETER

UNIVERSITY OF
EXETER

UNIVERSITY of
EXETER

Appendix 4 - Second survey option to test the change in logo

University of Exeter LOGO

We are business students carrying out research on University of Exeter's visual identity for our design module. We believe, the University has changed dramatically in the last few years and we feel the current logo is no longer the best representative of the university's values and identity. For this reason, we have created some logotype drafts which we hope address this issue.

We were hoping to get your opinion as to which draft you think best represents the university and whether you would be happy to see any of the drafted logos replace the current one.

NOTE: this is only a students carried project and will not have any effect on the current logo or crest.

*Required

What is your relation to the University? *

- Student
- Alumni
- Academic
- Staff
- Other: _____

In your opinion, which of these alternative logotypes represents the University of Exeter best? *



Option 1



Option 2



Option 3

Please, explain your reasoning in a few words

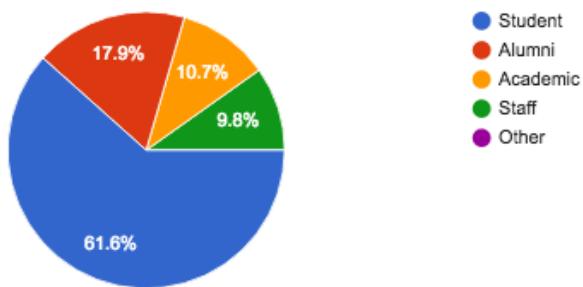
Your answer _____

SUBMIT

Appendix 5 - Results from the second survey

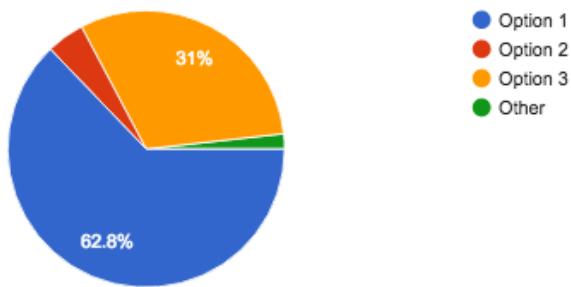
1 -

What is your relation to the University? (112 responses)



2 -

In your opinion, which of these alternative logotypes represents the University of Exeter best?
(113 responses)



3- Here are some of the reason why people chose the Option 1

- It looks modern
- Combines the best aspects of the other two designs
- It's the most appealing to the eye
- Exeter is all about bleeding green and option 1 is bold and representative of this
- It looks the most professional
- It looks more esthetical
- Good contrast, modern yet traditional
- Combines the best aspects of the other two designs

Appendix 9 - Examples of the implementation of the alternative logo in merchandise, maps and signage.

