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PROJECT > Brand Identity

CLIENT > Dublin Chamber of Commerce

Case Study > October 2005

Client overview

After 300 years as the voice of Dublin business, Dublin Chamber of Commerce has been a force within the city's corporate community for generations. As the face of business in the capital, it has been a tried and trusted brand, but as the 21st century dawned some felt it might be time for a change of image.

As Gina Quinn, Dublin Chamber of Commerce Chief Executive puts it: "All good things should be revitalised before they grow tired and with this in mind the chamber now not only has a new look but a new logo for the 21st century."

The Requirements

What was required was an image, that not only reflected the organisation's vision – which stretches as far as the Greater Dublin area up to the year 2020, but also reflected the modern variety of business and businesspersons connected to the chamber. As part of this strategic review – which coincided with the chamber's multimillion Euro refurbishment of its historic Clare Street offices – the Dublin Chamber of Commerce worked with Dara Creative, an award winning design consultancy.

The Brief

What members wanted: The new brand image for the Dublin Chamber

– Brand Image:

- Modern
- Vibrant
- Progressive

– Brand Personality:

- Dynamic
- Vital, energetic
- Youthful

– Brand Relationship:

Supportive: Dublin Chamber is active in generating introductions and referrals for members' companies

Partner: Dublin Chamber represents its members business interests to Government

– Brand Values

- Integrity
- Leadership
- Service
- Performance

– Brand Position

- "The Voice of Dublin Business"

The Solution

An assessment of the visual identities of other business associations highlighted the importance of an uncluttered logo. In response to its members' inputs, Dara Creative placed the emphasis on Dublin, as the primary function of the Dublin Chamber is to provide networking and advocacy services for businesses in the Greater Dublin Area. No other organisation focuses so keenly on the needs of Dublin business and acts so clearly as the "Voice of Dublin Business".

The new brand identity designed by Dara Creative features a castle, spire and an element of a bridge. These symbols best capture the balance of the long tradition of the chamber with its modern, energetic and vibrant membership base. The Castle, situated in the heart of south Dublin city, symbolises the wealth of knowledge and experience the Chamber has within the business community. The Spire, situated in north Dublin city is representative of the future and of progression, the key brand image of the new chamber. The bridge also captures the networking element of the Chamber.

The new cool grey colours were chosen to represent professionalism with a contemporary twist. They also symbolise the old Dublin city. The Olive green colour symbolises the growth and development of a new Dublin city. It also communicates the new brand personality of vitality and energy. Together, the two symbols are a

simplistic, symmetrical visual icon, which encompasses the chambers mission of 'Connecting Business and Influencing Decisions'. The typography, which is lower case Avenir font, was chosen because of its modern, accessible round letters.

The Results

The chamber's communications committee, its President Aine Maria Mizzoni, Executive and Council of the Chamber, has warmly welcomed the new image. "The new image is reflected in our newly refurbished building on Clare St, where we have made a substantial investment in new facilities for members," said Gina Quin, Chief Executive of the Dublin Chamber. "We believe that this new image better reflects the modern array of businesses in the Greater Dublin Area that we represent."

Chamber President Aine Maria Mizzoni warmly welcomed the new image for the Chamber. "Our Dublin Vision 2020 sets out how we would like to see the city of Dublin in fifteen years' time. The Greater Dublin Area should be a modern, knowledge city, with a European feel, welcoming to visitors. It should be a competitive city – one that works. This modern vision for Dublin reflects the views of businesses in the city, where high-value added service and manufacturing industries predominate. Our new Chamber brand better reflects these businesses, their vision for the Dublin Chamber and the city where we work, live and conduct business."