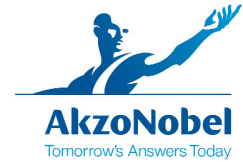




**VISUAL
IDENTITY
MANAGEMENT**



UNDERSTANDING THE VALUE OF EFFECTIVELY MANAGING VISUAL IDENTITY

Colour, consistency, continuity and control

A specialist workshop for international Brand Owners.
Sharing ideas, promoting best practice

Now more than ever, the visual brand expression of a company provides the foundation upon which to build a successful brand. As short term investments in advertising and promotional campaigns are restricted, the customer experiences the brand more often through the core, high profile brand carriers which represent long term stability and prosperity.

At the heart of a successfully maintained visual identity is the consistent delivery of the basic graphic and colour elements, high standards of quality and longevity and a comprehensive management approach across all brand carriers and all territories.

3M Commercial Graphics, AkzoNobel and VI360 have been working with many of the world's largest brand owners to ensure that their corporate visual identity is accurately specified and managed at the time of launch. But perhaps more importantly, an established support network which fits the geographic and management profile of the company means local access to guidelines and approved suppliers, maintaining these high standards for years to come.

This specialist workshop for brand owners who are responsible for managing international visual identity programmes will bring together experiences from a wide variety of companies, which face and overcome enormous visual identity management challenges every day. Presentations from experienced practitioners will stimulate a lively and insightful debate between all the delegates. We will explore concepts such as:

- Long term investment in visual brand building delivers stronger performance
- Integrated global management networks deliver higher levels of compliance
- Customer perception of Visual Identity affects brand value.

This half day workshop will be held at the **Arts Club, Dover Street, London, W1S 4NP** on **Tuesday 22 September 2009**. The event is open to brand owners and visual identity managers. Attendance is by invitation only.

- 12.00 Welcome and lunch
- 13.00 Introduction **Adam Newall, Managing Director VI360**
- 13.15 The importance of visual identity as an indicator of brand strength
David Haigh, CEO Brand Finance and Chairman VI360
- 13.45 Long term visual quality assurance – followed by debate
Peter Leonard, Corporate Branding Manager (Europe), 3M
- 14.45 Break
- 15.00 The importance of colour **Peter Langford, Global Image Solutions, AkzoNobel**
- 15.30 Visual Identity Management best practice – followed by debate
Adam Newall, Managing Director, VI360
- 16.45 Closing comments and connections

For information, please contact VI360 **+44 (0)20 8607 0320**
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