

# STRUCTURAL drivers

To accommodate structural change

MERGER & ACQUISITION	merger of equals; best of both
	transformed survivor brand
	new vision, forget the past
SPINOUT	preserve existing equity
	express a new vision

# STRATEGIC drivers

To effect strategic respositioning

CHANGE DIRECTION	redefine industry / core competence
BROADEN SCOPE / SCALE / VISIBILITY	remove limiting category association
	remove limiting geographic association
	enhance size perception
	elevate public profile
NARROW THE SCOPE	express a more specific focus
CHANGE INTERNAL CULTURE	enhance pride & confidence
	refresh & redirect competitive energy
	transfer affiliation from unit to parent
CHANGE EXPRESSED PERSONALITY	renew / refresh public image
CHANGE PERCEIVED COMPOSITION	redefine the defining units
	modify parental 'umbrella' presence

# **FUNCTIONAL** drivers

To improve branding functionality

NAME WEAKNESS	increase name impact & recall
NAME CONFUSION	increase name differentiation
DESIGN WEAKNESS	increase visual strength / quality
ADVERTISING BREAKTHROUGH	incorporate the advertising element
LEGAL REQUIREMENT	retain or transfer brand equities

### **IDENTIFIER TACTICS IDENTITY SYSTEM ELEMENTS**

% importance totals 100

borrowed words		) LIVI
created words	name	
abbreviations	change	AC 11C.
brand	2	,
wordmark-dominant		
symbol-dominant	go inge	
		יטו
typography	visu	
graphic devices	ıal sys	31.
palette	tem	,
formal / legal names	V	LLIVILIA
principal unit names / competence	erbal e	
tag lines	lemen	
affiliation descriptions	ts	
monolithic	unit	
visual endorsement	signat	
verbal or no endorsement	ure sy:	
mixed	stem	

SITUATION FACTORS

industry definition	nationality & geography	size	ownership	management	HQ location	competitors	history	architecture	employee behaviour	competence list	defining units	subsidiaries	brands & products	Louisibility	low visibility
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**Corporate level factors** 

CHANGE EVENT

medium visibility

**Subcorporate factors** 

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