



## Landor Associates San Francisco, CA

AT LANDOR ASSOCIATES, ONE OF THE LARGEST CORPORATE IDENTITY AND PACKAGING DESIGN FIRMS IN THE WORLD, THE MACINTOSH IS USED FROM CONCEPT TO FINISHED PRODUCT

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### CHALLENGE: DOCUMENTING CORPORATE IDENTITY STANDARDS

Apple® Macintosh® computers slipped in the back door at Landor through the firm's Corporate Identity Group. One of Landor's most important corporate identity programs, in terms of both size and scope, was the redesign of GE's 100-year-old corporate identity. In 1986, GE was going through a period of dramatic change. Through the acquisition of companies such as NBC and Kidder Peabody, the company moved from being an electronic products manufacturer to a conglomerate with huge stakes in investment banking and broadcasting. Landor Associates was hired to help GE project the innovation and dynamism that had pervaded its new corporate culture.

The GE program was begun in early 1986 and took two and a half years to complete. When the program started, Landor was not yet using Macintosh computers. The creative director for

Landor's Corporate and Retail Identity Programs remembers when the decision was made to bring Macintosh computers into the GE program. "It was a big management decision to use Macintosh computers. We were developing the graphic standards manual for GE and saw the benefits of doing the writing, along with the layout and design work, in Adobe Illustrator, Aldus PageMaker, and Microsoft Word. At the time, we thought we were really pushing Liotronic technology. In fact, we asked ourselves if we really wanted to do this."

### MACINTOSH REDUCED COSTS OVERALL

One of the major benefits of using Macintosh computers was the ability to output Adobe's ITC New Baskerville typeface—the typeface used for GE's logo. Every bit of the documentation, including layout, design, writing, presentation, and production was done on the Macintosh. And because GE uses Macintosh computers extensively, Landor

could send GE the project disks for editing and review. In addition, the staff required to create the standards manual was reduced by half. With fewer people completing the work in less time, the firm was able to realize a substantial profit.

### MACINTOSH GIVES LANDOR A COMPETITIVE EDGE

Today, Landor uses Macintosh computers from concept to finished product, for design as well as architectural renderings. According to the creative director, "In a firm like ours, the state of the art is expected.

*The use of the Macintosh has become a standard for the firm, and the technology has become transparent to our clients.*

All they know is that we can produce results quickly. The computer allows us to do large programs in a short amount of time."

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#### Apple Success Story Group