

LOC Marine Engineering Consultants

Identity, literature and web site

Brief

LOC – originally called London Offshore Consultants – are a truly multinational business: fourteen offices on four continents. The brief called for a full design audit in preparation for the development of a new identity. A further requirement was to differentiate between the two divisions, shipping and offshore production.

Solution

As part of our identity review we recommended using the acronym as a starting point for design work, and devised a mark that had relevance and dignity; qualities prized by a management board consisting entirely of master mariners. A spectacular company photolibrary was put to good use to differentiate the divisions, along with a set of relevant imagery devised from marine charts and engineering drawings.

We produced identity guidelines and stationery files on CD for local production. These were distributed to twelve countries together with a design manual and marketing literature for both divisions. A web site reflecting the new identity was launched at the same time.

Result

Five years after launch, the identity has been maintained worldwide, the marketing literature is in its fourth reprint without a single change to image or text; and LOC has continued to expand and dominate the market.

