

# REFRESHED AND REVITALISED

*A brand new look for the chamber's bi-centary*



**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."

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 both Brand Dynamics, a leading-edge marketing consultancy, and Dara Creative, a design company, to create a new, modern image.

Denise Moroney of Brand Dynamics worked with a rebranding subgroup of the Chamber's communications committee who, in turn, advised the President, Executive and CEO of the Chamber.

Using market research, Brand Dynamics honed the identity of Dublin Chamber and how it should present itself and the critical values of the chamber that should be endowed in the new brand identity.

After consultations with staff and members, Brand Dynamics developed new brand values, brand images and a brand proposition for the Chamber. This showed that members felt that the Chamber had a number of strong positives in terms of its brand image – it is seen as a well-established organisation, has a strong heritage and is very strongly identified with commercial activity.

However, Brand Dynamics also identified that members felt the need to 'refresh' the Dublin Chamber brand and its proposition as can be seen from the panel listing brand values and its personality.

Working with Brand Dynamics, the design company, Dara Creative moved forward using its detailed design brief. Dara Creative then set about interpreting the new brand values and taking them to a visual conclusion including the new logo for the chamber.

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.





### WHAT MEMBERS' WANTED:

The NEW BRAND IMAGE FOR 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"*

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."

Gina Quin continued. "On behalf of the staff of the Dublin Chamber, I would like to assure members that the quality of service and performance that members have become accustomed to will be continued and improved. We act in the interests of our members to be their voice into Government and to generate introductions and referrals between businesses. We will remain at the vanguard of policy decisions in the city, providing a balanced, respected and considered input into national and city life".

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 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

#### BRAND DYNAMICS

*Brand Dynamics, which was set up in 1994, is a leading edge marketing consultancy, specialising in brand development, market research and marketing strategy. Brand Dynamics provides strategic support and direction to a wide variety of blue-chip clients across all industry sectors, ranging from financial, telecommunications, public sector, pharmaceutical and fast moving consumer goods. For further information please contact Denise Moroney at [denise@branddynamics.ie](mailto:denise@branddynamics.ie) or 01 6618877.*

#### Dara Creative

*Dara Creative is one of Ireland's leading design consultancies, with a proven track record in the creation and implementation of successful corporate identity programmes that help differentiate clients from their competitors. Dara Creative have a mix of corporate, SME and government clients including Higher Education Authority, Global Voice Networks, National Library, Energia and Walsh Western. For further information, contact Jimmy Walsh, MD or Denise Kinsella, Account Manager at 01 6725222, email [dkinsella@daracreative.ie](mailto:dkinsella@daracreative.ie) or visit the website on [www.daracreative.ie](http://www.daracreative.ie)*