



A family look – brand architecture defined.

> The Background

Imperial Parking's (Impark) group of companies have come together over the years from a diverse background, and each have undergone many changes. Impark realized that the visual look of their various operations bore little family resemblance. Some of the logos were old-fashioned while others were tired and stale.

Impark sought proposals from different creative consultants to review all of the company's brand architecture. They were most impressed by Serengeti's presentation and awarded us the project.

> The Criteria

Impark wanted to achieve a distinctive family "look." But, it also instructed Serengeti that each of the companies deserved a strong individual

identity as well. Impark imposed a bias that Serengeti should save existing logos wherever possible, but to not be shy about recommending completely new identities.

> The Process

Serengeti had the input of most members of senior management. Everyone who participated made a constructive contribution, but in subjective matters such as identity design, someone has to blow the whistle and, in the end, it was the CEO who made the final decision on all the identities.

Through the review process, Impark and Serengeti identified those companies whose current symbol had already achieved some value and recognition and therefore should not be altered, despite their dated look. However, for each of the remaining companies, Serengeti created a new symbol.

> The Result

The solution to bringing all these old and new symbols under one roof was in the choice of typeface and type styles used for the company names. Creating a consistent look to this part of the signature allowed the subsidiaries to still retain their individuality.

A combination of Helvetica Bold and Garamond Italic created the strong tie required to pull off this difficult task. The fonts created the element of similarity while complementing every symbol for each division.

Imperial Parking

One of North America's largest operators, Impark has management contracts in 32 cities. The Company's services include management, operation, maintenance, signage, revenue integrity, valet services, enforcement and collections. Its parking experience covers everything from operating an office facility to strategic planning and management of major international events.