



## Strategic corporate asset

### > The Background

In 1996, TimberWest was spun-off as a new corporate entity from Fletcher Challenge. As part of the IPO process, the new corporate entity required an identity. Harrison-Green, who was retained to help the new company go public, asked Serengeti to create the new identity.

### > The Objective

The identity needed to be instantly recognizable and memorable. It needed to be flexible enough to work with many types of applications and media. It needed to have a timeless quality so that it would look fresh and applicable 20 years hence. Finally, crucial Asian markets (especially Japan) would need to relate well to this identity.

### > The Process

Serengeti executed a series of presentations, to a committee of ten senior executive staff from TimberWest, each displaying multiple concepts

with variations. Gradually (over a six-week period), the corporate identity evolved into its final form and, at the final presentation, it was unanimously approved by all members of the TimberWest committee.

With the TimberWest project, Serengeti followed a standardized process that has been created for all of Serengeti's corporate identity projects. Serengeti's corporate identity development process is a time-tested and disciplined method for creating and implementing a corporate identity solution. It is a meticulous procedure demanding a combination of research and analysis, strategic thinking, design excellence, true creativity and project management.

### > The Result

Simple and memorable elements are the strongest features of the final design. For TimberWest, the symbol referenced the company's core

business (forestry products). It also referenced the company's Asian customers (via a rising red crescent). The type font selected was customized specifically for the identity to bring a further dimension of uniqueness. The increasing size of the tree symbols referenced the company's aspirations of constant growth and renewal.

This bold and striking symbol has now become one of the most well known corporate identities in the province, and it also has substantial international recognition. As the central element of a carefully managed brand, it has gradually become a strategic corporate asset with demonstrable value to the company. After almost nine years, it has shown no signs of losing its appropriateness to the company and its industry.

### TimberWest Forest Limited

TimberWest is uniquely positioned as the largest owner of private forest lands in western Canada. The Company is unique in that most of its log production is sold on the open market to the highest bidder.