

IC CASE STUDY

Securing the future

Brand platform | 2008 - present

Swedish Chamber of Commerce for the United Kingdom

SWEDISH
CHAMBER
OF COMMERCE



FOR THE UNITED KINGDOM



JCC
YOUNG PROFESSIONALS

Building Brand Momentum through:

PREPARATION

Strategy: key messages,
stakeholder engagement

DEVELOPMENT

Branding: logo, typography,
graphics, sub-branding

DELIVERY

Online: website art direction

Print: sales literature,
stationery, membership
cards, event graphics

About the client

The Swedish Chamber of Commerce for the UK (SCC) is an independent, not-for-profit networking organisation, providing business support and opportunities for its members.

As a member and having previously designed and delivered marketing materials for the Chamber, IC Design were appointed in 2008 to create a new brand identity for the Chamber.

Branding objectives

As one of the oldest foreign Chambers in the UK (Est. 1906), the SCC wanted to update their brand to reflect a more modern approach and better reflect the perception of the Chamber in the 21st Century.

The identity needed to continue to appeal to its current members and stakeholders whilst being flexible for online and print use. The Chamber also wanted to pursue a bolder strategy to engage with larger organisations.

Branding solution

The project started with research and discussions with stakeholders and members about the brand.

The identity balances history and tradition with a modern touch. Heritage is represented by the three crowns (the national emblem of Sweden), a classic serif typeface and a Swedish colour scheme. The contemporary feel was brought in through the application of the crowns in a set of three boxes and a clean, sans serif typeface for the strapline.

There were also carefully planned presentations to board members and key stakeholders such as the Swedish Ambassador to the UK during the process. We also sought and received special permission from the Embassy of Sweden to use the three crowns in the branding.

Results

The new identity was launched in September 2008. The first 6 months of 2009 saw a record number of 50 new companies joining. The total new membership for 2009 was 85 new companies, compared with 72 in 2008. This was a 3% net increase in the membership base as a whole for 2009 - especially significant during the recession. The first 6 months of 2010 saw an increase of 42 new members, and the number of new Patrons has been increasing steadily.

The SCC is now the 3rd largest foreign Chamber in the UK.

The brand engaged all stakeholders and ensured the Chamber's place at the heart of the Anglo-Swedish business community.

"The graphic uplift has been a success and has enabled the Chamber to pursue its aims with the support of an attractive brand platform." Communications Manager, Swedish Chamber of Commerce for the UK.