

RACV

Brand Architecture
Brand Identity
Marketing Collateral
Website
Advertising
Livery
Uniforms
Signage
Brand Guidelines





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RACV is a diverse membership organisation with 1.9 million members. Cornwell were appointed to create a new brand identity for RACV. The first Club emblem was designed in 1904 and consisted of a small circle bearing the words "The Automobile Club of Victoria" (the Club's first name) with a central motif of a 'V' for Victoria, overlaid with a winged vehicle. This symbol endured throughout the 20th century and was modified in the 90's to include a new logotype.

The symbol, however, was synonymous with automotive business only and didn't represent the breadth and diversity of the business strategy in the future. Consequently the symbol was controversially dropped and an new identity created that is respectful of the heritage and values of the brand, while demonstrating a 'move with the times' philosophy.

Working closely with the marketing and brand team we developed a new brand architecture and visual language. The identity was then applied to a broad and comprehensive range of business collateral.