

A SMALL, **BIG BRANDING COMPANY** COMPENDIUM.

ARNELL

Arnell group (OMNICOM 2003)

EST. 1979 BY PETER ARNELL

51-200 EMPLOYEES

1 OFFICE HQ: NEW YORK



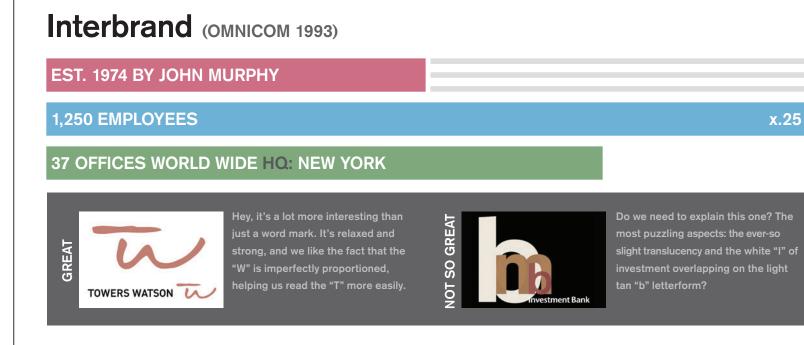


The Brand Union (WPP GROUP 1986)

EST. 1976 TERRY TYRRELL & SAM SAMPSON WITH MANY MERGERS ALONG THE WAY **500 EMPLOYEES** 20 OFFICES WORLD WIDE HQ: LONDON



Interbrand





Sterling Brands (OMNICOM AT SOME POINT)

EST. 1992 BY SIMON WILLIAMS

90 EMPLOYEES

3 OFFICES WORLD WIDE HQ: NEW YORK



Saffron

65 EMPLOYEES

_ siege

gale

200 EMPLOYEES

X

THE NEW SCHOOL

VSA Partners

120 EMPLOYEES

EST. 1982 BY ROBERT VOGELE.

3 USA OFFICES HQ: CHI-TOWN

EST. 2001 BY WALLY OLINS*

threshers hback to the davs of sing Quark.

Landor

Landor (WPP GROUP 1989)

EST. 1941 BY WALTER LANDOR & WIFE JOSEPHINE

755 EMPLOYEES

24 OFFICES WORLD WIDE HQ: SAN FRAN





reciate this logo for dyna y have to go to there site. o—it's worth it!

5 OFFICES WORLD WIDE HQ: NEW YORK

Saffron Consultants

TRASH AND SOUL™

ve vou ever had one of th ize your not fooling anybody

sing something, but the triar

works, but what else ca

e said about it?

ople scare us.

Project Hope's 20 years 希望 2 程 20年

PARK

*Wally started Saffron after leaving Wolff Olins, which he cofounded, see below

Siegel+Gale (OMNICOM 2003)

EST. 1969 BY ALAN SIEGEL & ROBERT GALE

7 OFFICES WORLD WIDE HQ: NEW YORK

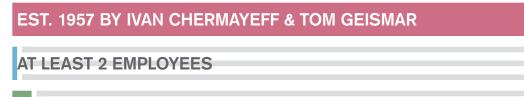
oany like S+G as being past

ir prime, but this identity from a

years ago reminds us they're sti

CHERMAYEFF&GEISMAR

Chermayeff & Geismar*



1 OFFICE HQ: NEW YORK



uhler, a once full partner at C&G, left and started CG Partners with a lot of other C&G staff. C&G became C&G studio, a much sma together. Just who really did what work when is hard to know, so it's safe to say you should also check out www.cgpartnersllc.com



Futurebrand (IPG)

MasterCard

Worldwide

Key:

EST. 1999 BY JOHN DIEFENBACH & JOHN ELKINS 500 EMPLOYEES 24 OFFICES WORLD WIDE HQ: LONDON **Globe** echoes of the past

n: it's lovel[,]

LIPPINCOTT

Lippincott (MARSH 1986)





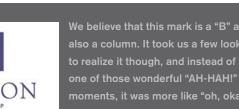
Minale Tattersfield

EST. 1964 BY MARCELLO MINALE & BRIAN TATTERSFIELD

120 EMPLOYEES

8 OFFICES WORLD WIDE HQ: LONDON





le believe that this mark is a "B" a



AND VARIOUS OTHERS)

Wolff Olins (OMNICOM 2001)

ove). but in thi

Notes:

We're sure we left someone out. We're not branding experts; we're far too young and wet behind the ears to call ourselves such a thing. We are enthusiasts, but hey, that also starts with an "e" so that's something. In choosing branding companies for this piece, we focused on the big boys, gravitated to US-based companies, and tried hard to produce a good selection. That said, defining what constitutes a branding company is a difficult task in and of itself. While Pentagram consistently produces great identities, they were omitted for being a multi-disciplinary design firm rather than a branding-specific agency. Olgilvy and Mather does the occasional rebranding as well, and they are certainly big, but ultimately we consider them an advertising firm more than anything else. The data comes from a variety of sources including firm websites, Wikipedia, and LinkedIn. Please note that fluctuating staff and office locations lead to conflicting numbers in some cases. So it should be noted these numbers are imperfect. And finally, we again want to stress there are many smaller design firms that produce great identities, often as good or better than the big boys.

Brought to you by:



OMNICOM = Advertising holding company, '08 net income: \$1 bil

(EARS IN BUSINESS; MAXIMUM WIDTH = 70 YEARS

UMBER OF EMPLOYEES; MAXIMUM WIDTH = 1,000

WPP GROUP = Same deal, '08 net income: \$818 mil

UMBER OF OFFICES; MAXIMUM WIDTH = 50

IPG = Another AHC, seeing a pattern? '08 net income: \$295 mil

MARSH = Another big company, '06 net income: \$0.99 bil

= Independent.





Brand sample images saturation levels have been lowered for examination purposes. Set in Akzidenz Grotesk. Designed by CITY POOL in 2010. CITYPOOLDESIGN.com Thanks.