

Book Project

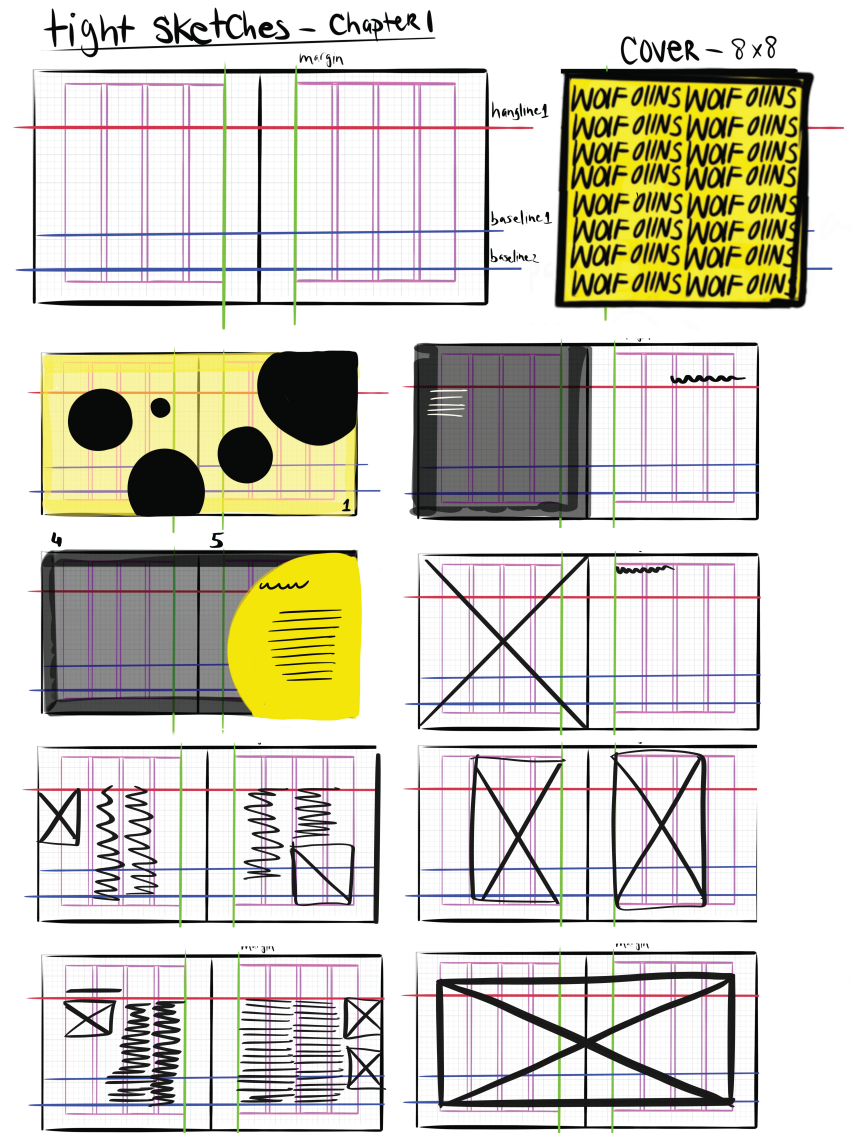
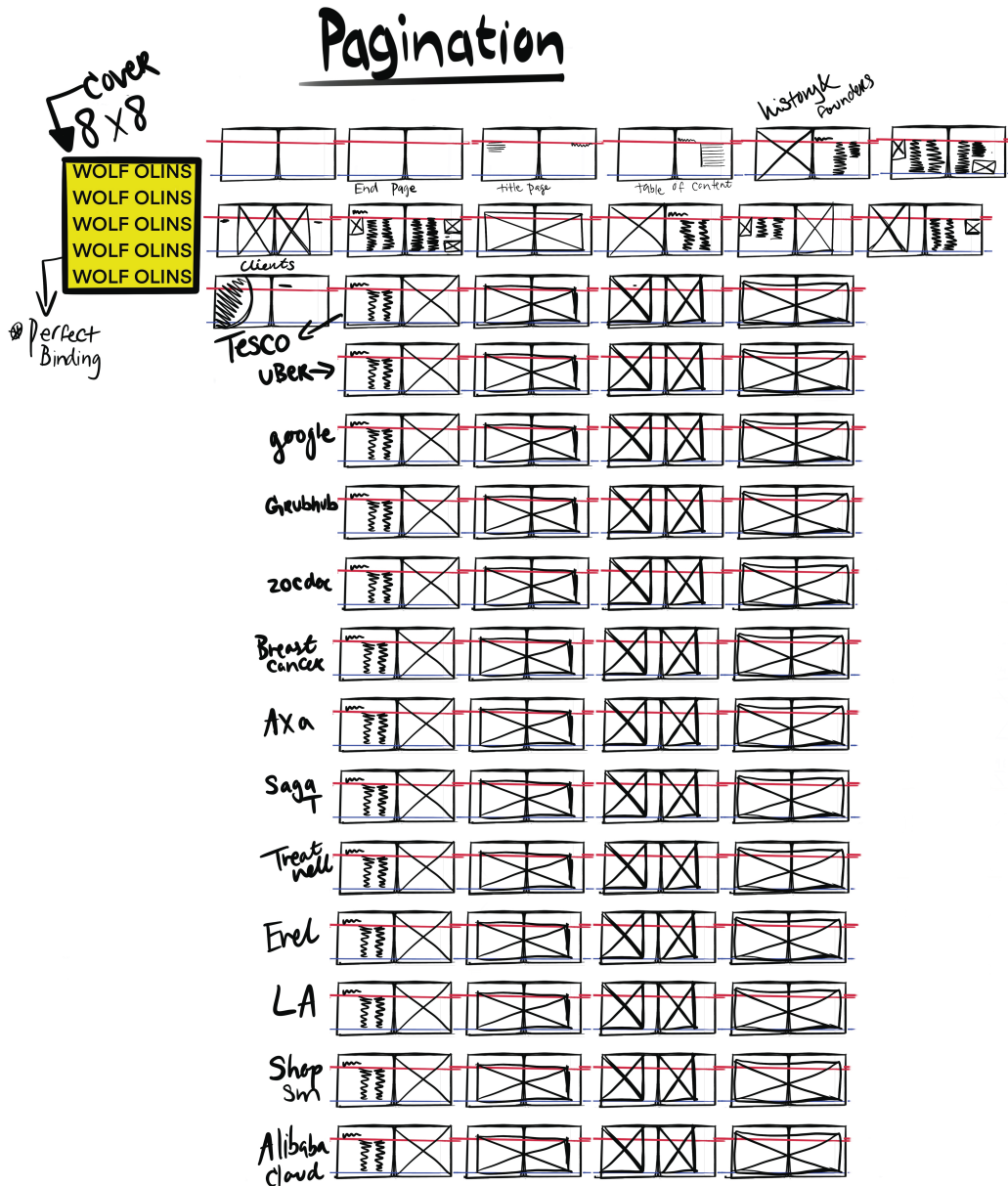
Wolff Olins

By: Dhiksha Sajani

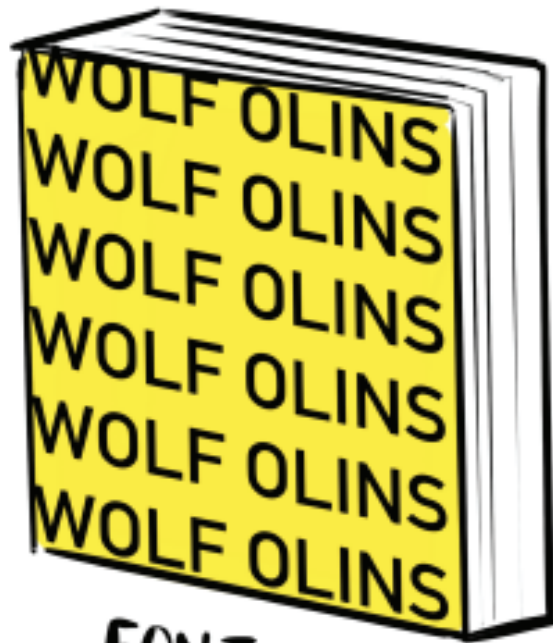
Prof. Peter Wong
Summer 2020

Pagination

Tight Sketches



Sketches for Cover



FRONT



BACK



KEY PEOPLE



Sairah Ashman
Current CEO

At Wolff Olins the key people in history were the founders, Michael Wolff and Wally Olins as well as Brian Boylan and Tim Allen and Sairah Ashman. Brian Boylan, is the chairman of the Wolff Olins, Tim Allen who is the president, north America and Sairah Ashman who is the current CEO at Wolff Olins and also the first female CEO. Wolff Olins, in order to pursue his passion for branding he travelled around the world and worked in some unusual places from Northern Ireland, Lithuania, Mauritius, Poland to West Bengal. Some of the corporations would take Olins opinion next to Chairman's which is the testimony of the brilliance of his work. Other artists reviewed Olins work and identified the possible influences. Some believe that he was inspired by the abstract art movement, Colour Field.

The movement reported to have been started during 1940s and 50s in New York. Colour Field's work is characterized by large, flat areas of solid colour spread across the canvas. Olins' work also feature blocked areas of colour which is witnessed in his 31 and Repsol works. His works reflect Colour Field's style which had bare minimum emphasis on brushstrokes and detail.

That characteristic of his work also associates it with minimalist style as he used rudimentary colours, textures and lines. Wolff Olins, in order to pursue his passion for branding he travelled around the world and worked in some unusual places from Northern Ireland, Lithuania, Mauritius, Poland to West Bengal. Some of the corporations would take Olins opinion next to Chairman's which is the testimony of the brilliance of his work. Other artists reviewed Olins work and identified the possible influences. Some believe that he was inspired by the abstract art movement, Colour Field.

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They opened up offices all over the world in Madrid, Barcelona, New York, San Francisco and Tokyo. Olins' left in 2001 and a management buyout team, led by Brian Boylan took over the company while maintaining the signature name. They continue to push identity design in new and changing directions while creating work for international companies.

In 1983 corporate identity in Europe was just coming up and becoming more well known in graphic design roots and showing signs of mutating into significant management, the states was a few years ahead when it came to branding and the significant of brand identity. The corporate identity of Wolff Olins was asked to be designed by Design council in London to write a simple clear guide about their corporation identity resource and had to explain how it could be used. Now identity has moved to a commercial area. We live in a world where everything has a brand identity. In today's day and age, it's pretty hard to think of an activity which doesn't involve a brand, logotype of comprehensive guide. The reputation of the brand or corporation affects things like recruitment, acquisition, sales.

Ije Nwokorie took over as global CEO at Wolff Olins in April 2014. He now leads the business across its offices in Dubai, San Francisco, London and New York. Like Wolff Olins co-founder Michael Wolff, Nwokorie originally studied architecture, first in Nigeria, where he spent his early years, and latterly at Columbia in New York. He then moved into strategy and innovation, particularly around services. In 2006, he joined Wolff Olins as senior strategist, going on to become Strategy Director until his move to MD in October 2010.

At the Design Indaba conference in 2014, for example, he talked about branding as an increasingly 'messy' business that isles about a perfect, finished set of guidelines and more a collaborative process whereby the brand consultancy works with the client to prompt and inspire. If you think about the processes that matter to people democracy, relationships, change – they are all very messy things. At Wolff Olins we are becoming increasingly comfortable that what we do in the branding process is not control but rather inject some inspiration and create some starting points for people to make stuff.



Brian Boylan
Chairman



Ije Nwokorie
Previous CEO

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BUSINESS APPROACH

Wolff Olins has always had clients who have been ambitious leaders as clients. Leadership practice doesn't stand still as it's always evolving into something new.

They are interested to know precisely about what is changing, so they interviewed 43 CEOs to get their thoughts on where things are headed. They set out to get a good balance of older and younger companies, as well as of the Americas, Europe, the Middle East, India and Africa. They also talked to ten leadership experts, drawn mainly from America and the UK.

They also surveyed over 400 people in their 20s who are the next generation of employees. Three impossible things The vast majority – 86% – of CEOs report big changes in their practice. The shifts they're making aren't simple or easy. Each creates a paradox, a contradiction, almost an impossibility. We were able to broadly characterize these changes to create sustainable performance, there's a marked swing from concentrating on outputs to inputs lasting, ethical culture.

Overall, 63% of our CEOs talk about a focus on inputs, with this figure consistent across geographies, as well as mature and young companies. Yet building a culture takes time: how can CEOs do this while still meeting short-term corporate targets? Let it go, almost. In turbulent times, consensus is just too slow. Instead, many CEOs prefer to experiment on many fronts with many small teams – 86% of our CEOs are actively doing this. The figures are highest, unsurprisingly, in America (92%) and in newer companies (95%).

Yet this kind of distributed leadership can lead to disintegration and even disaster: how can CEOs liberate, yet also keep their organization in one piece. Clear and fuzzy. And in the age of the tech-powered individualist, leaders are motivating people through a shared social purpose – 81% of our CEOs talked about this. Yet individual employees increasingly have their own purposes, and resist corporate conformity. Leaders are starting to find ways to would their.

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HISTORY & FOUNDERS

Wolff Olins is a brand consultancy company which is based in London, New York and San Francisco. They have been around for 55 years now, they were founded in 1965 and employ around 150 designers, strategists, technologists, programmed managers and educators. The company was founded by Michael Wolff and Wally Olins in Camden Town, London. Wolff left the business in 1983, and Olins in 2001; Wolff is still active in the field of branding, and Olins died on 14 April 2014.

The Wolff Olins parent company is Omnicom Group which is an American global media, marketing and corporate communications holding company, headquartered in New York City.

In 2002, Wolff Olins was selected by the British Library as a subject of their National Life Stories oral history project. In 2012 the London 2012 brand, was created and developed by Wolff Olins in 2007. The exhibit was about extraordinary stories about ordinary things, an exhibition of design that was shaped the modern world at the design museum in London. The cost of the logo was 400,000 pounds and heavily criticized by the British public, many described it as "puerile".

Also in 2012, the Orange and London 2012 brands were included in a retrospective examining design from 1948 to 2012 at the V&A in London. In 2012 Wolff Olins was recognized by the Sunday Times as one of the best small companies to work for. By Ad Age as one of the best places to work in media marketing, in 2018 Wolff Olins was named one of the most innovative design in the world by Fast Company. In 2017, Sairah Ashman was appointed as the first female CEO of Wolff Olins. These are a few things Wolff Olins tackles while consulting your brand and cultural shifts in the world. Their goal is to be unique and stand out.