

## Should Tufty Carpets change its name and corporate identity?

15 March 2021

### Vocabulary

**Corporate identity:** is all the visual elements that are chosen to represent the overall face of an organization - from logos to typeface, tagline, imagery, color palette, and tone of voice. In its physical form, this includes stationery, packaging, uniforms, merchandise, brochures, retail display materials, web sites and online campaigns.

**Brand:** a name, term, design, symbol or any other feature that identifies one organization's goods or service as distinct from those of others.

**Brand equity:** the worth of a brand in and of itself – i.e., the social value of a well-known brand name. A well-known brand name can generate more revenue simply from brand recognition, as consumers perceive

the products of well-known brands as better than those of lesser-known brands.

**Pointed comment:** express criticism in a clear and direct way.

**Puce:** dark red or purple brown color. Puce is the French word for flea. The color of bloodstains on bedsheets, even after being laundered, from a flea's droppings, or after a flea has been crushed.

**Table the motion:** To delay, postpone, or suspend something for future consideration or discussion.

**Ulterior motive:** a motive, object or aim beyond that which is avowed.

See <https://www.businessinsider.com/heres-how-much-money-the-worlds-biggest-brands-spent-designing-their-logos-2012-8?IR=T>

During a recent board meeting of Tufty Carpets, Hettie Worcester, one of Tufty's non executive directors, had made some pointed comments about Tufty Carpets' logo. Hettie was a relative newcomer to the board and Sir Harry Hall and Miles Edinburgh knew this was a very sensitive issue.

The logo had been designed by Mr Tufty himself in the early days of the company. He had merged some clip art that had come with one of his early computers, with a typeface that also came with the computer. Mr Tufty was rather proud of his logo and it never occurred to him that it needed to be changed.

Hettie, who was also on the board of the well known advertising agency: *Haggles, Heatherington & Snipe*, went on to explain that she felt the whole corporate identity had become dated and needed to be updated. When she started to suggest that they should consider changing the name of the company Mr Tufty's blood pressure started to rise to unprecedented levels and his face became a dark shade of puce.

Doug Tufty, Mr Tufty's brother and the company's finance director, decided to intervene. He said that what might seem like a simple change of a logo would also mean that Tufty Carpets would need to change its uniforms, packaging, brochures, catalogs, web site and signage. He suggested that, while the company was recovering from the financial difficulties caused by the pandemic, they should table the motion until a future meeting.

It was lunchtime and Mr Tufty's secretary had ordered food from a local Indian restaurant, *The Taj Mahal*.

Over lunch Mr Tufty spoke to other members of the board as to what they thought of the logo. He was hoping to receive some encouragement but instead it seemed that everyone thought that rebranding Tufty Carpets would be a positive move.

## Questions for discussion

1. Do you think Tufty Carpets should consider a corporate rebranding at this time? Give reasons why or why not.
2. Do you think that Hettie Worcester might have an ulterior motive to suggest that Tufty Carpets changes its logo?
3. Why do companies spend millions of dollars every year on corporate identity related costs?
4. How can an organization retain or improve its brand equity during and after a change in corporate identity?
5. What are the advantages and disadvantages of doing a corporate rebrand in stages. For example: changing the logo and then gradually rolling out the new logo starting with the web site, then the corporate stationery, signage etc?
6. Can you think of any additional costs related to changing Tufty Carpets' branding that are not mentioned above?

## The pronunciation challenge

I take it you already know  
of tough and bough and cough and dough.  
Others may stumble, but not you,  
On hiccough, thorough, lough and through.  
Well done! And now you wish, perhaps,  
To learn of less familiar traps.

Beware of heard, a dreadful word  
That looks like beard and sounds like bird.  
And dead – it's said like bed, not bead.  
For goodness sake, don't call it deed!  
Watch out for meat and great and threat.  
They rhyme with suite and straight and debt.

A moth is not a moth in mother,  
Nor both in bother, broth in brother,  
And here is not a match for there,  
Nor dear and fear for pear and bear.  
And then there's dose and rose and lose  
Just look them up – and goose and choose.

And cork and work and card and ward.  
And font and front and word and sword.  
And do and go, then thwart and cart.  
Come, come I've hardly made a start.

A dreadful language? Man alive,  
I'd mastered it when I was five!

*Attributed to T S Watt, 1954*

	janvier	fevrier	mars
Intermédiaire / avancé lundi	11, 18, 25	1, 8	1, 8, 15, 22, 29

