
Subject The Meeting Planners New Branding – Design Rationale

The Meeting Planners (TMP) revealed its new branding in April 2008. The design reflects the culture of TMP and the teams' commitment to providing our clients with **creative, inspiring solutions which will exceed their goals.**

The company logo consists of the blue circle with an orange heart in the middle of the initials for Meeting Planners. Alongside the Circle is the full company name, The Meeting Planners, underscored by the company commitment to **Creating • Inspiring • Exceeding.**

In addition to the new Logo a design device, elements of a tree, has been created which runs through in the background of the company documentation and website. The Tree used in this design symbolises the service style of TMP – strength with flexibility.

The tree trunk and branches represent the backbone of the support given by TMP's Conference Management Team – throughout the tree as throughout the organisation it provides the support and the flow of information for the leaves, flowers and seeds to flourish and grow. It is clearly visible at the start but once the work of the conference progresses it is the leaves that are seen outwardly with the branches providing the support behind the scenes.

The leaves represent the outward appearance of the conference and the work produced by the committee – as in the development of each leaf the work starts as a series of many ideas that all grow together to give a large external show supported by the branches of TMP.

The flowers, fruit and seeds represent the conference outcomes – the flowers represent the conference on the day, the fruit represents the knowledge and financial gains and the seeds represent the continuation of the projects that roll onto the next generation of the conference.

The roots of the tree are firmly grounded and represent the experience and strength of TMP. The tree and its branches have movement and growth and represent the flexibility of the services. The cycle of growth and regeneration represents the cycle of each conference.

The colours used in the design indicate the enthusiasm and vitality of the young team, keeping calm and acting knowledgeably whilst remaining open to new ideas.

Symbolism of the Tree – The tree or “Tree of Life” is an important symbol in nearly every culture symbolising the cycle of life (birth, life, death). With branches reaching into the sky and roots deep in the earth trees signify these three different phases or worlds of the cycle. The symbol is recognised internationally and oak trees, olive trees, Banyan trees, Ash trees, Lime or Linden trees, Yew trees, Cypress trees and many more all have emotional significance to many cultures. Today is also a symbol for electronic routing or web trees.

Colours – Colours have emotive associations and the TMP logo uses orange and blue. **Orange** is a power colour but less aggressive than red, it stimulates enthusiasm and creativity. Vitality with endurance, the benign warmth of the sun (red is its fiery heat), curiosity and exploration of new things. It is linked with spices and involvement as well as increased creativity – it's also a relief from things becoming too serious. **Blue** – Gives a feeling of distance (horizons all turn blue) and represents calm and relaxation to counteract chaos or agitation, an open flow of communication, broadening perspectives and learning new information – it is the colour often used to indicate new technology.

