



image

## Image

Just as a man is known by his face, so our corporation will come to be known by its symbol.

Bell-Northern Research represents people, concepts and activities; a spirit and a point of view. Its presence is felt in many ways, in many parts of the world, by many people. These people feel the need to put a face to its name.

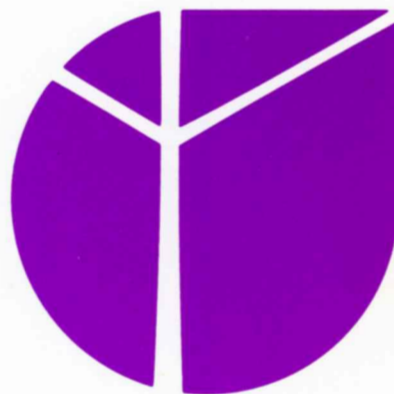
This is why we have designed a corporate symbol: to say in a few strokes of the pen and of the brush who we are, what we do and where we go.

Besides, we have a problem which is all our own: if our name is well known, our products are seldom seen, and when they are seen, they are not necessarily associated with us. More than others, we need a strong and consistent symbol.

As time goes, when people pick up our letters, our business forms, our cards, brochures or statements, when they see our buildings and our vehicles, they will know who we are because they will recognize our symbol.

This booklet is a short guided tour through our visual corporate programme. Once you have turned its pages, we know that you will have no trouble putting a face to our name.

Bell-Northern Research





What is a face? It is the equation of two eyes, a nose, a mouth, a forehead and a chin. What is a corporate face the equation of? Ours involves man, world and direction. Technology may change, obsolescence may set in, but people remain: our asset, present and future. Man is the first member of our equation.

The circle is our world, our world is our common responsibility: it expresses the magnitude of our challenge. That is the second member of our equation.

The arrow expresses the need for a purpose and for a direction. It is the last member of our equation.

Our symbol: man stands in the world ready to face the challenge of his environment. Within the circle, man occupies the prominent position, one arm extended to reach out, to challenge and to change. The proportions of the human outline are such that they will remain clearly visible in designs large and small.

Bell-Northern research



The typeface for Bell-Northern Research is balanced, simple and clean: it expresses in characters the personality of our symbol.

Formal name, friendly name: Bell Canada-Northern Electric Research Limited will be known as Bell-Northern Research. It is quicker on the eyes and easier to the ear. Shortened as it is, our name remains fully descriptive: it tells in three words of our corporate sponsors and of our activities. However, for legal and other purposes, the full corporate name will remain in use.

Our corporate colour: an expression of originality, of warmth  
and of involvement.



Strong personalities are consistent: they have a style which they carry everywhere with them. They are easily recognized for what they are and what they do. By organizing very closely the various applications of the Bell-Northern Research symbol, we make the most of visual continuity; we obtain impact without imposing sameness. In variety we have the spice of life; in consistency, life itself.



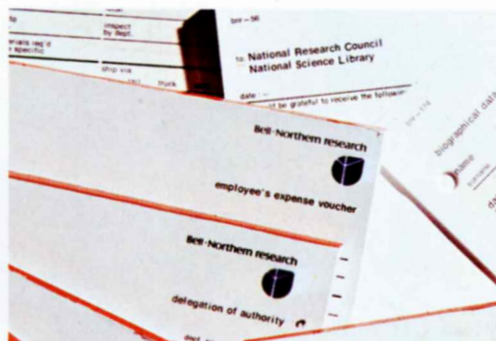




The birth of a new company brings with it countless opportunities; like that of evaluating previous information systems. We have sought to make the printed page simple, functional and informative. And wherever there was repetitious paper, we have dispensed with it.

For our stationery, we have chosen a tone of gentleness and intimacy. Our letters, after all, should live up to our research: they should communicate quickly.

To provide further continuity of visual style, we have prepared a secretarial manual which provides specific typing guidelines.



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When the Bell-Northern Research symbol goes on the road, it should stand out in the motoring crowd. And stand up to dust, mud, slush. The designs shown achieve great legibility, easy maintenance and, for the comfort of passengers, maximum heat dissipation.

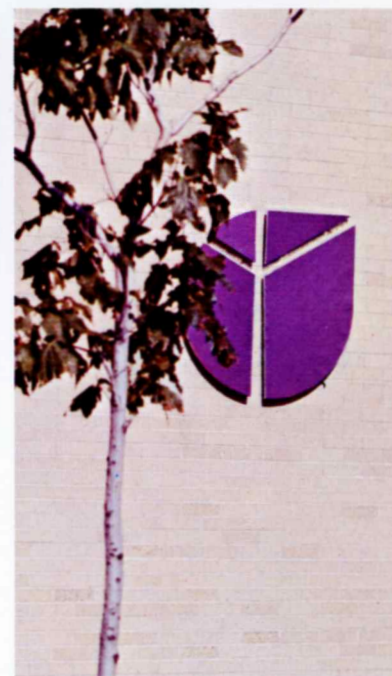








A company creates an environment; an environment creates an atmosphere and along with it an image. Helmet, carton, building, board room: they may be scattered but they must not be separate. Here is how we put a uniform on many things without making them into a regiment.







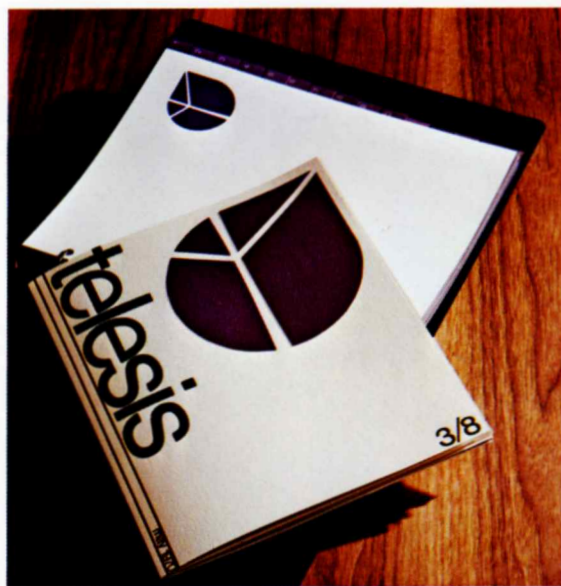
Research requires security precautions. How do we provide precautions without imposing inconvenience? By making our people and our visitors part of our identity: a graphic welcome.







Telecommunicators we are. But what about other forms of communications? We care as much about them as we do about the electronic kind. Witness the publications shown on these pages. Their purpose: to exchange views and thoughts, to cement bonds, to stimulate dialogues. Our conviction: communicating by remote control need not mean remote communication.





Such is our visual corporate programme. Original, strong, consistent. But it is merely a beginning. Its effectiveness will be as great as the care taken in its use. A graphic symbol is the shorthand of a complex, varied and changing reality. It belongs to the people it represents. If it speaks for them, it does not speak in their place. In the final analysis, its design is as good as our design. And our design is to face the challenge of our environment in a spirit of innovation, dedication and excellence.

Bell-Northern Research