

Title: How Green Are You

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BlinkFocusConnectDeliver

In the blink of an eye, we focus on unique attributes to emotionally connect consumers to your brand and deliver results.

TOP STORY



Cradle to Cradle National Study Results

In 2007, over 190 organizations from the consumer packaged goods, pharmaceutical, industrial, retail and food service industries participated in an on-line study in North America to identify their level of commitment to sustainable design. The study also explored what initiatives have been implemented and which are top priority in 2008. The findings are startling with over 50% of firms interviewed not having a sustainability initiative or not being aware of such programs for their company. This number is even higher amongst retailers and the food service industry. The majority of sustainable initiatives were also cost reduction focused. Learn more by downloading your free copy of the report.

[Click here for full report](#)

NEWS

In this Issue

TOP STORY

Just Released
December '07
Research Report on
Sustainability

NEWS

White Swan New Sustainable
Packaging

City of Waterloo New
Pedestrian Wayfinding
Program

New Name and Identity for
Bone Marrow Network

IIDEX-NEOCON Presentation
on Green Design for the Retail
Sector

WINS

SL Wins Awards and
Assignments



White Swan's New Sustainable Packaging

A trusted consumer value brand since 1926, White Swan bathroom tissues, paper towels and napkins were facing increased competition from other value names and needed to stand apart on store shelves. Shikatani Lacroix was called in for a complete packaging redesign spanning a full range of product lines and sizes, and reflecting a bold new environmentally friendly positioning.



Waterloo Goes for a LOOP

The City of Waterloo commissioned Shikatani Lacroix to brand and develop a wayfinding program for a three-kilometre trail that links various key historical and public landmarks as part of a pedestrian and bicycle path. The path tends to zigzag through the city and as such, junction points became very critical in ensuring visitors don't get confused. For more information, please refer to:

[Waterloo Loop Story](#)

If you want to know more about managing a wayfinding program, download a helpful 20 page guide.

[Wayfinding Guide](#)

**New Identity for CBS Program**

Following Shikatani Lacroix's successful development of the new Canadian Blood Services (CBS) identity, the organization again approached SL to develop a position, name and identity for its stem cell and marrow network. Although the CBS brand needed to be leveraged, the bone marrow network's identity had to be clearly differentiated from the idea of blood donation.

SL conducted an ideation session with key stakeholders to craft a position for the program and identify potential names. Six name and position options were taken into national consumer research. The results helped SL develop a final identity under the name "onematch". The logo, comprised of two intersecting drops forming an oval, reflects the unique proposition of helping to match donors with patients.

The new name and identity were strongly endorsed by the CBS board and staff, and the program is being implemented across a variety of media.

IIDEX-NEOCON Presentation

Mr. Lacroix spoke recently on sustainable retail design at Canada's largest facility conference in November. Please review the Keynote presentation.

[Green, the new color of retail](#)

WINS

Graphis Logo 7: SL wins Gold in the Graphis Magazine identity design awards.

National Convenience Stores: SL wins Merit award for Mapco Mart re-branding.

Town of Essex: SL is selected to help develop a new strategy, identity and wayfinding program for a major tourist attraction south of Windsor.

Calgary Health Region: SL is selected to design a new wayfinding program for a leading hospital.

Pollard Windows: SL was selected to help develop a new identity program for one of North America's leading premium window and door manufacturer

Seneca College: SL is retained to develop a new wayfinding program for Seneca College, a leading education institution in Ontario.

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