

GKN Driveline



GLOBAL REBRAND | GKN Driveline

ENGINEERING

20 Years Strong

Clarity worked with GKN for over 20 years with their Driveline business and with PLC.

Prior to a takeover by Melrose Industries, GKN Driveline was the world's leading supplier of automotive driveline systems and solutions. A global business serving the world's leading vehicle manufacturers, GKN Driveline develops, builds and supplies an extensive range of automotive driveline systems for the world's leading automotive brands.

Challenge

Clarity helped GKN Driveline to consolidate fourteen established brands and organisations under one united brand. GKN Driveline. The identity needed to extend across 30 countries and engage 24,000 employees.

Approach

As a global brand development programme, Clarity were faced with logistic and operational issues that required diplomacy and strong leadership. A clear proposition and visual identity needed to be communicated with consistency and conviction.

Outcome

A distinctive singular brand was created to unify the business whilst ensuring all communications were on brand across languages and cultures. Today, the brand is established and thriving with ownership and pride within the business.

Working with GKN since 1998, Clarity continue to advise GKN on a diverse range of brand communication issues around the world..

MORE ASSIGNMENTS FOR GKN

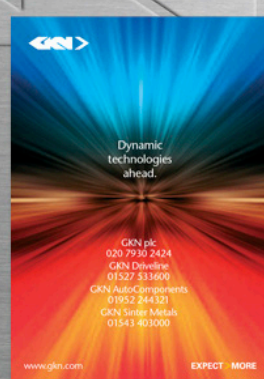
- Encourage 50,000 employees to engage with sustainability initiatives
- Visualise the five year business strategy for this £7.6bn organisation
- Share dramatic business success in Asia Pacific within the Group
- Communicate the 250 year celebrations around the world
- Developing powerful global brand campaigns
- Create a product visual system within their automotive division (£3.6bn)

Clarity provided:

- Research
- Brand strategy
- Visual identity
- Logo development
- Brand architecture
- Visual identity
- Internal Comms
- Tone of voice
- Identity guidelines
- Literature
- Photographic library
- Identity guidelines
- Exhibitions
- Website

"Clarity continues to make a significant impact on our visual branding both internally and externally – you give us everything, great work!"

Paul Dinwiddy GKN Driveline



brand and change consultants

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