

# Programmatic brand identity and the institutionalisation of design labour

**Dr David Preston, University of the Arts London**  
Aalto University, Helsinki, 25 March 2025



Henrion Studio, Pond Street, 2003

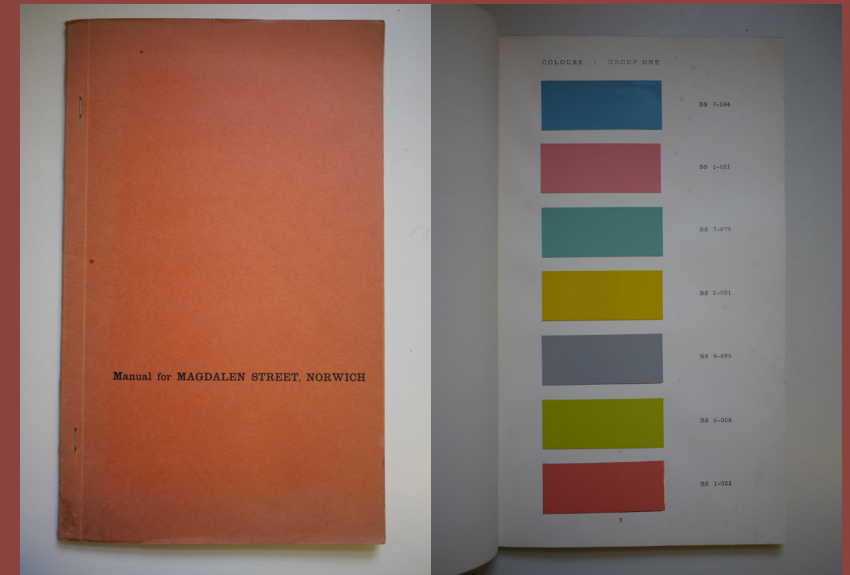


Henrion Studio, Pond Street, 2003

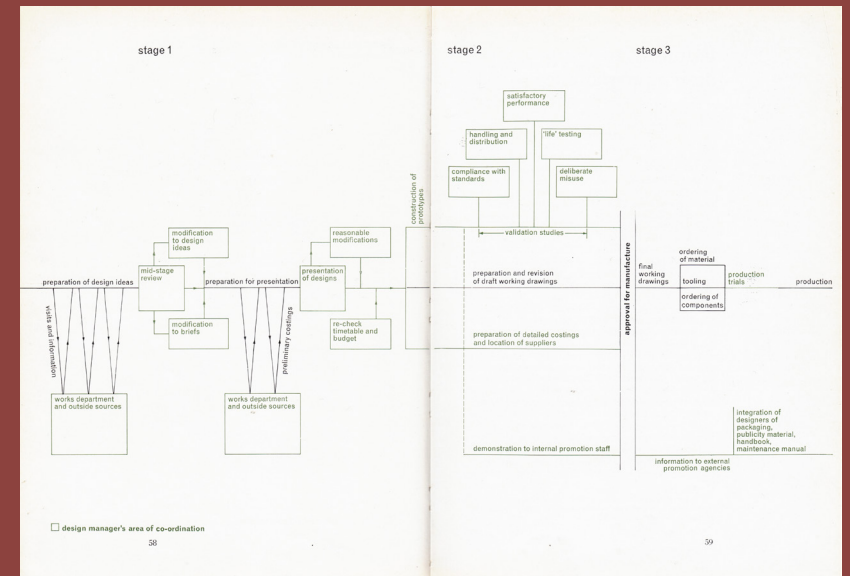
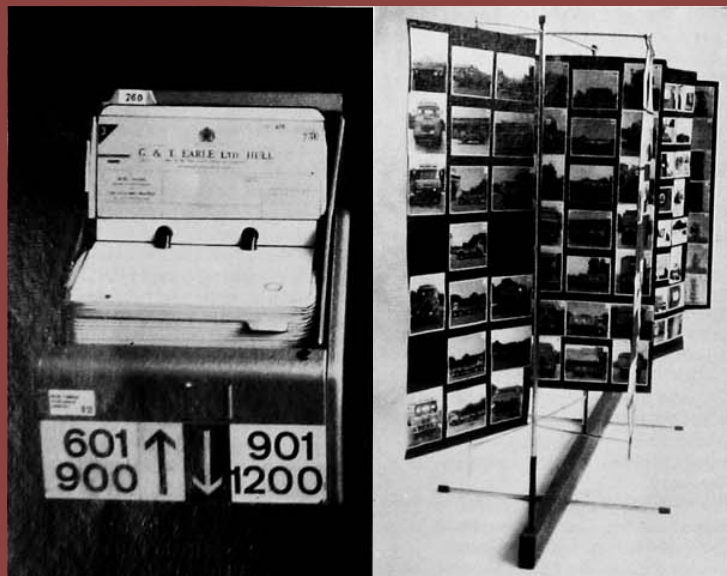




*How did emergent programmatic approaches to corporate design impact the patterns of practice for graphic designers working in post-war Britain?*



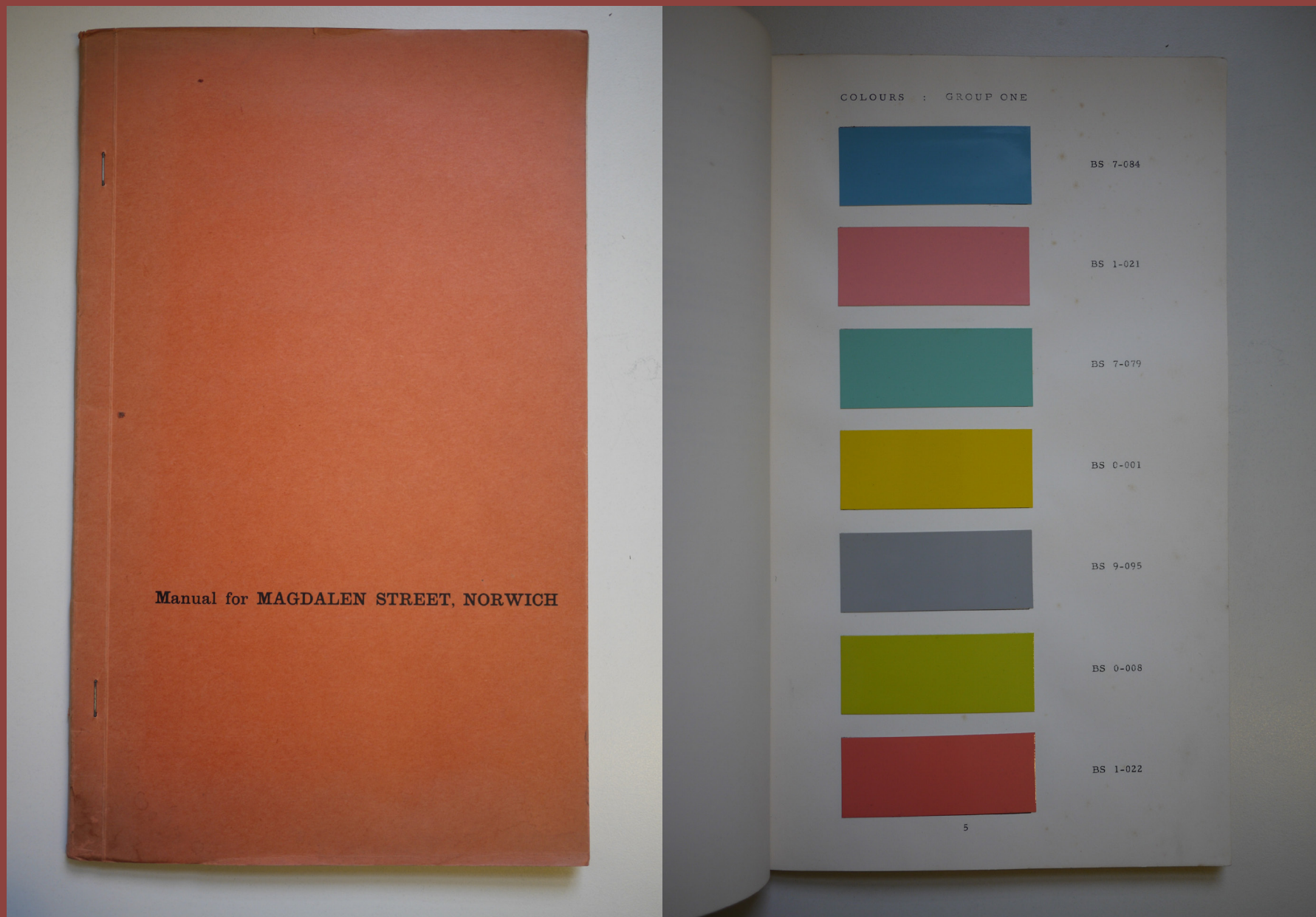
*technological entities: tools that enable practice*





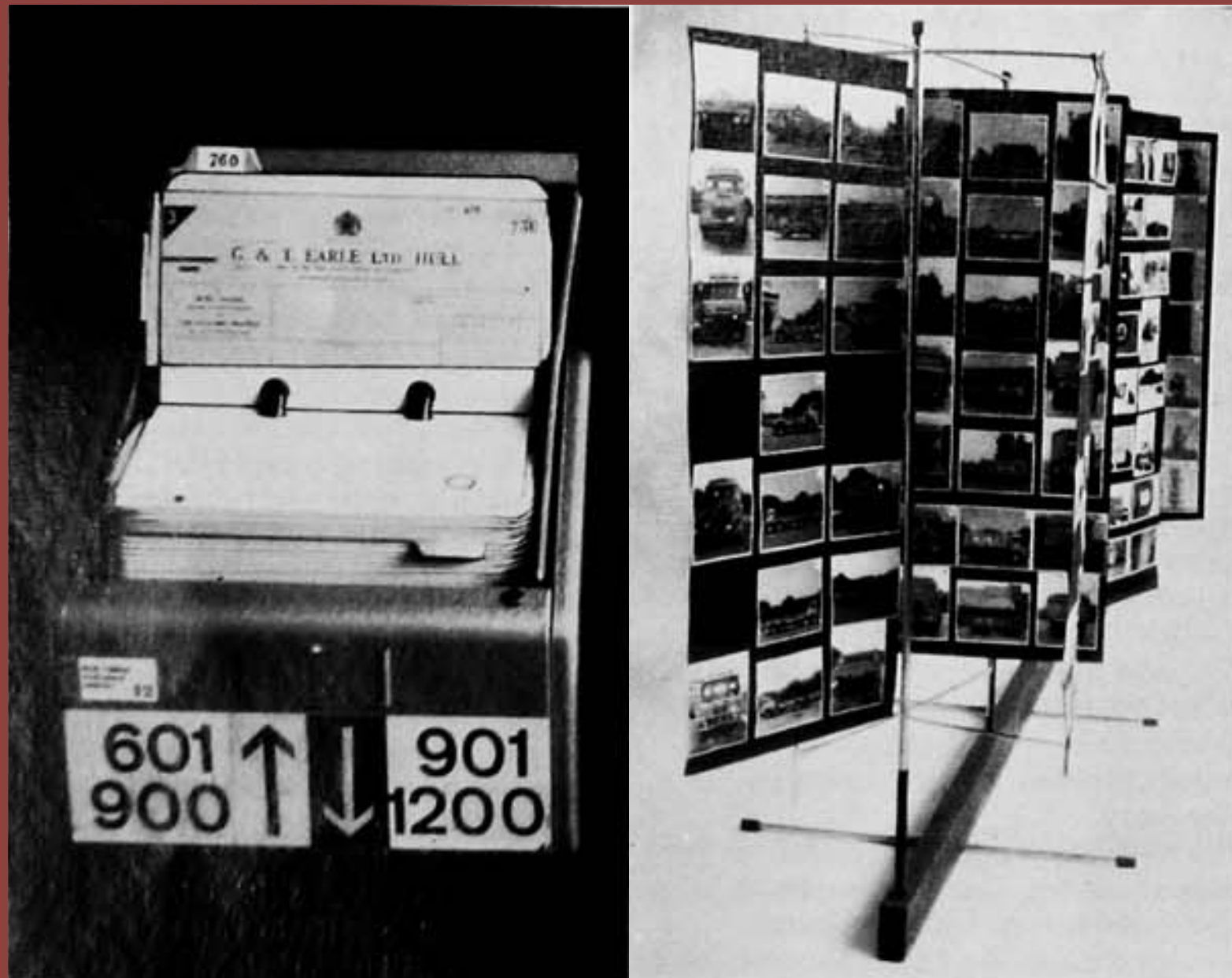


Advertising agency 'Guard Book' – collation of a firm's advertising



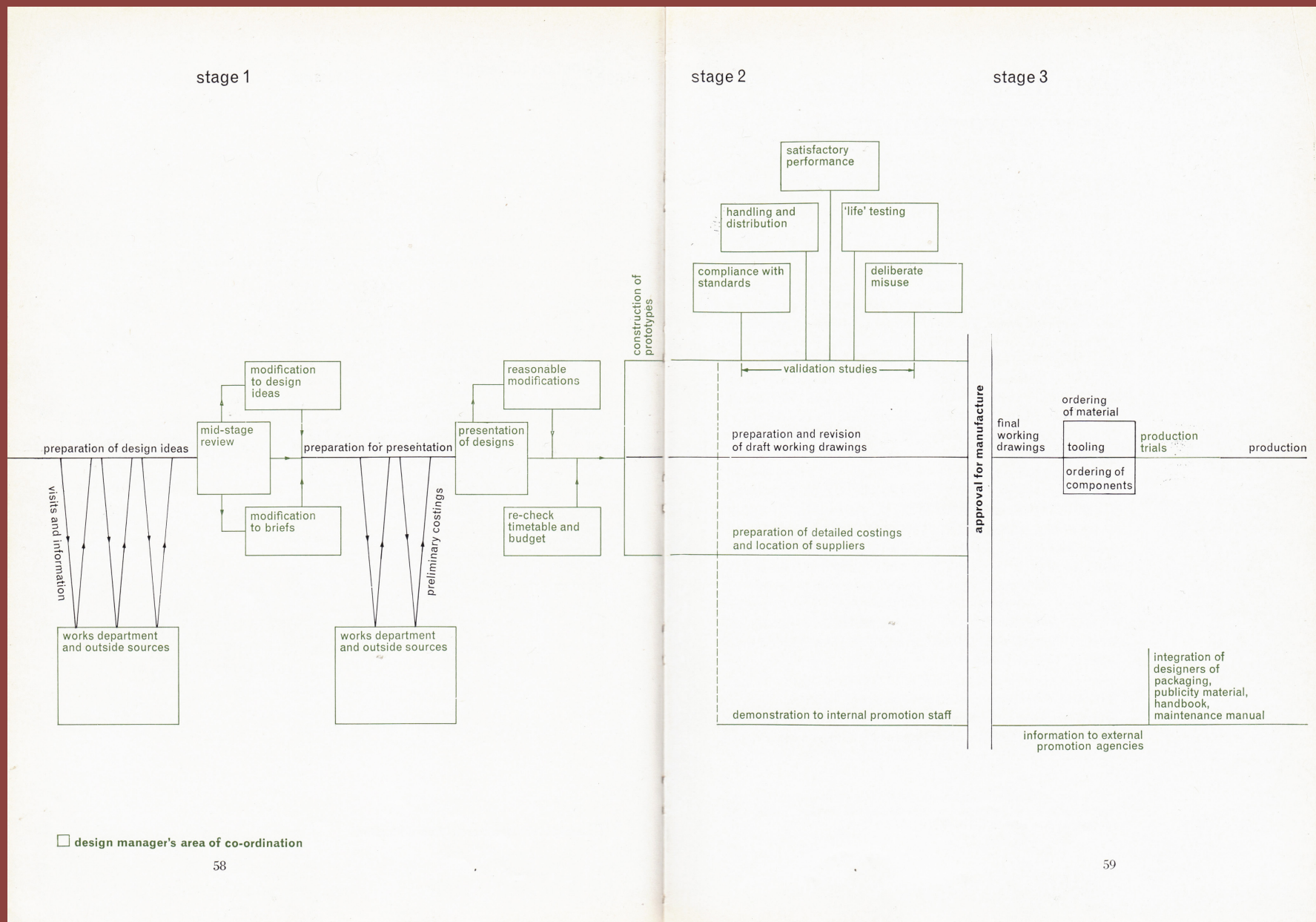
Visual identity standards manual





A set of tools for 'design co-ordination'

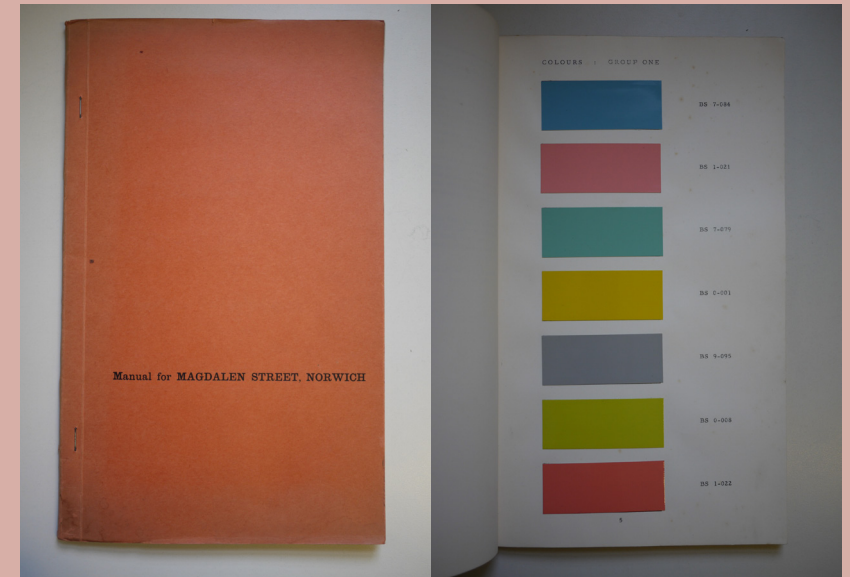




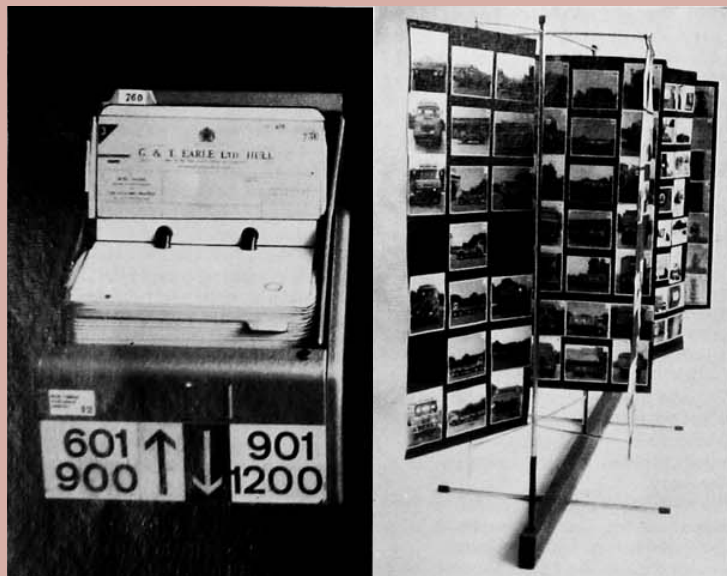
A model of a 'co-ordinated' design process



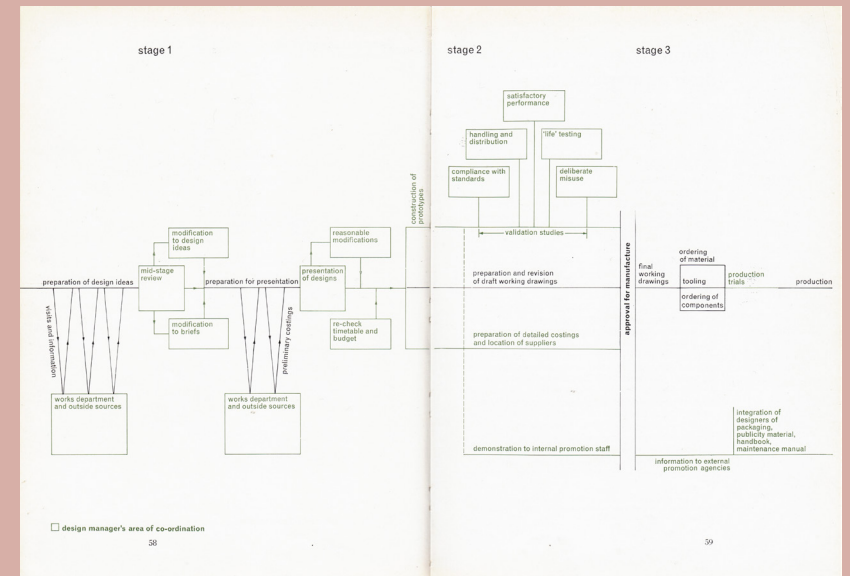
Hans Schleger & Associates



Design Research Unit



Henrion Design Associates



Michael Farr (Design Integration)



*‘These commissions for corporate identity programmes changed the structure of design practices dramatically. It was a revolution that can only be compared with the effects of the computer as a dominating new tool.’*

Ben Bos (2007) ‘Corporate Identity’, in AGI: *Graphic Design Since 1950*.