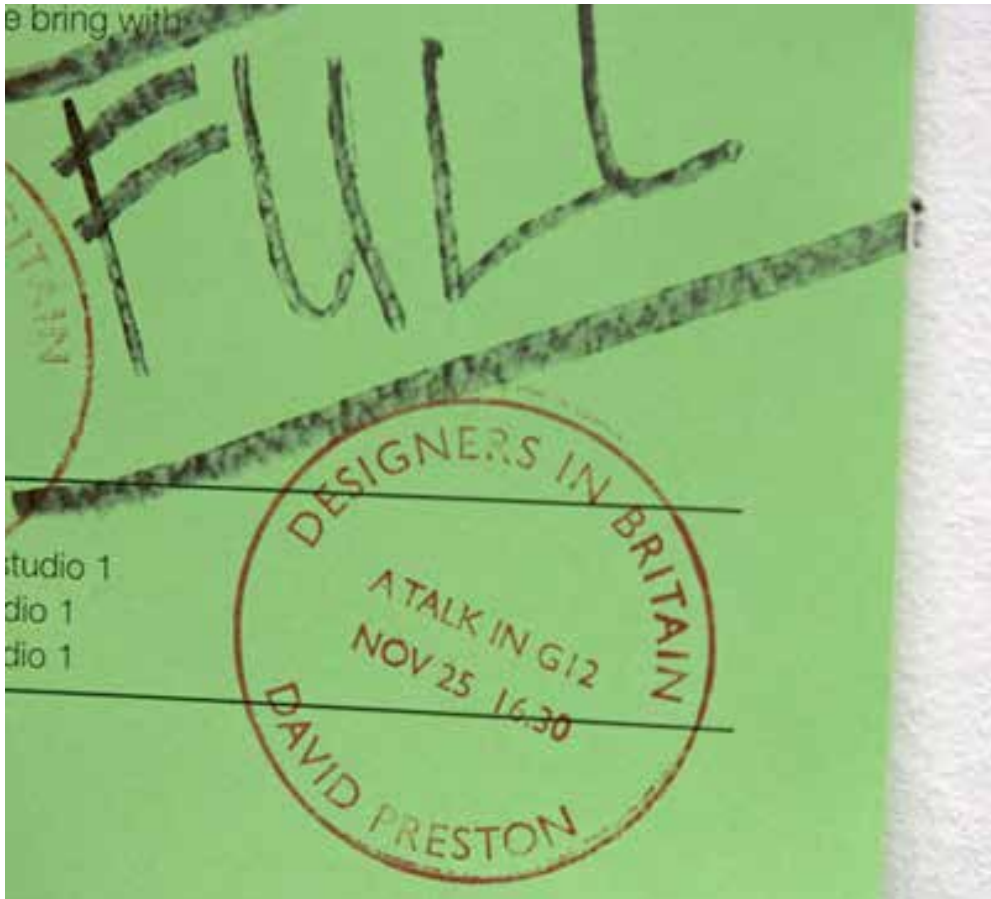


From expectation to
reality: understanding the
PhD process

My journey to application for a research degree



FHK Henrion studio, Pond Street, London, 2003



CSM Lecture, 'Designers in Britain: From Arts to Industry', 2009

Design Coordination and Professionalism

British Graphic Design from 1946—1963



[Home](#) [About](#) [Project Summary](#)

← Coordinating Coffee

The corporate trailblazers →

David Gentleman and Design Coordination

Posted on [October 8, 2011](#)

A few weeks ago I had the privilege to meet the designer-illustrator David Gentleman. According to the The British Postal Museum & Archive, Gentleman is 'the most prolific and acclaimed stamp designer in Britain.' His art and design has graced posters for London Transport and book covers for Penguin. Now aged 81, he has kept up his prolific output over the last decade producing coin designs for the Royal Mint and various posters and placards for the Stop the War Coalition, including the now famous 'No more lies' and 'Bluar' designs.



'Bluar' placard for the Stop the War Coalition, David Gentleman

Alongside the more illustrative aspect to his work (he has illustrated numerous books, including his own series of travel books) Gentleman has dabbled, albeit lightly, in the realm of corporate identity. The most significant example being his visual identity for British Steel, designed in 1968.

Categories

- [DC in Holland](#)
- [Design Research Unit](#)
- [FHK Henrion](#)
- [General Project Development](#)
- [Jac Jongert](#)
- [LNER](#)

Recent Posts

- [Robert Venturi: 'The Obligation Toward the Difficult Whole'](#)
- [The Poster King](#)
- [The corporate trailblazers](#)
- [David Gentleman and Design Coordination](#)
- [Coordinating Coffee](#)

Archives

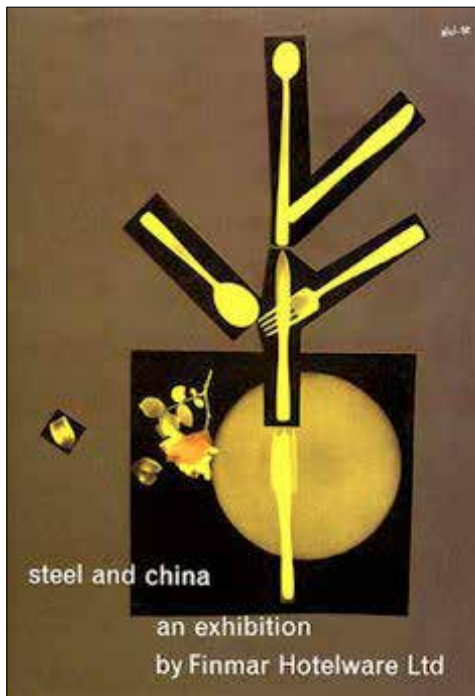
- [November 2011](#)
- [October 2011](#)
- [July 2011](#)
- [April 2011](#)
- [March 2011](#)
- [February 2011](#)

Meta

- [Register](#)
- [Log in](#)
- [Entries RSS](#)
- [Comments RSS](#)
- [WordPress.com](#)

From individual entities to complex systems: coordinated corporate image and the shifting materiality of practice for consultant graphic designers in post-war Britain, 1945–1970

Hans Schleger & Associates

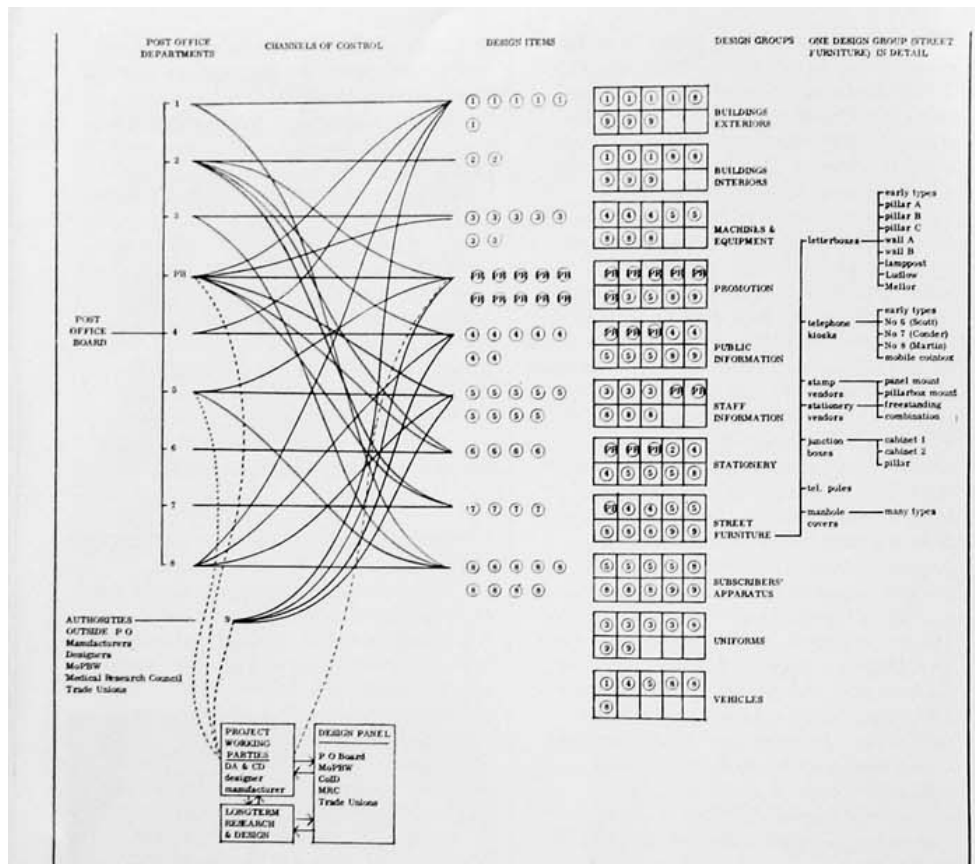


Developed an approach to corporate identity that was coherent, but not slavishly consistent.

Allowed individual design artefacts to flourish as part of a wider system.

Abhored identity manuals.

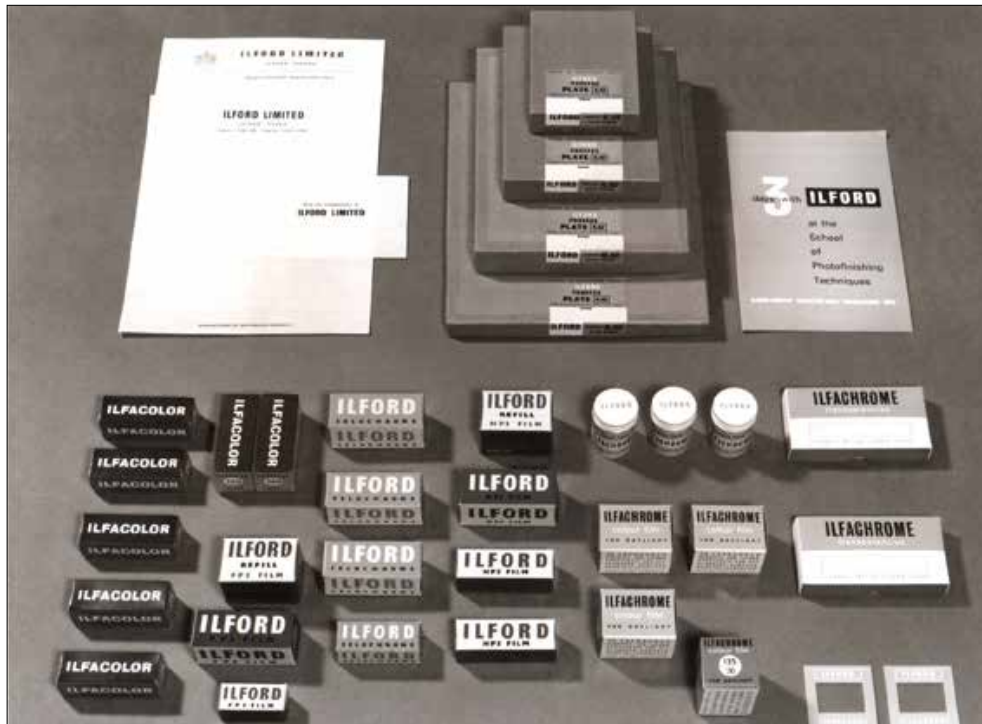
Henrion Design Associates



Developed tools to enable a highly systematic approach to identity design.

Henrion wrote the first book on corporate identity with his colleague Alan Parkin: *Design Coordination and Corporate Image*

Design Research Unit



The model for group practice in Britain. Evolved from earlier groups Bassett Gray and the Industrial Design Partnership.

Michael Farr



Established the first design management consultancy and the first to write on the subject of 'Design Management'

Designers employed by Farr include:

- Ken Garland
- Jock Kinnear
- Richard Negus (Negus & Negus)
- John McConnell (Pentagram)
- Crosby, Fletcher, Forbes
- Peter Hatch
- Peter North
- Royston Cooper
- Main Wolff & partners