



10 DOWNING STREET

*From the Private Secretary*

SIR ROBERT ARMSTRONG  
CABINET OFFICE

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Economic Summit: Logo

The Prime Minister has seen your minute of 5 January and agrees that the round table design should be used for the logo for the London Economic Summit.

A. J. COLES

6 January 1984

AG



Prime Minister

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I feared that no-one would be able to decipher the "logo" suggested at X. So I tried it out on Mr. Fischer. I was wrong. He stated exactly what it represented. Agree to choice? A.S.C. 5/1

Ref. A084/56

PRIME MINISTER

Yes no

As I mentioned to you yesterday, we have to choose a visual symbol, or what is called in the trade a logo, for the London Economic Summit. The logo would be used on stationery, press handouts, lapel badges and other articles associated with the Summit. The desiderata are that:

- (a) it should be clear, elegant and relevant;
- (b) it should be reasonably easily printable and reproducible;
- (c) it should not offer openings for mischievous cartoonists.

2. You will remember that the French had an elaborate apparently abstract coloured design, in which I believe the designer claimed to have incorporated the letters of "Versailles Sommet". The Americans had a design which incorporated an architectural reference to the Capitol at --- Williamsburg. I attach specimens (black and white only) of these previous logos herewith.

3. When we discussed this yesterday, you suggested that we should look for a heraldic motif: perhaps a checkerboard (with an allusion both to the Exchequer (and thus the economy) and to Chequers (and thus to the Prime Minister as host), or a lion passant rampant (from the coat of arms of the King of England). I too had wondered about a heraldic motif, but feared that it might seem a little archaic, if it was too obvious. There is also the problem of giving offence: if we used the English lion, the Scots and the Welsh might be upset.

4. We commissioned four designs from the Central Office of --- Information designers. I attach specimens herewith. Two include architectural features (Big Ben and Lancaster House). Among these designs my own preference (and that of the Foreign Secretary) is for the round table: it is ingeniously relevant, X in combining eight seats (for the eight summiteers) round a table top whose design echoes the Union Jack, with a globe at the centre. We could consider a modification of this with a checkerboard at the centre, instead of the globe.





5. Or else we could, at some slight additional cost, commission a design from some eminent typographical designer, such as Reynolds Stone or David Gentleman. I think that we should probably have to single out one designer and go straight to him: there is not really enough time to have an open competition.

6. I should welcome an indication of your preference.

RA

ROBERT ARMSTRONG

5 January 1984