

# ICON

102

FIRE  
December 2011

## BARBEROSGERBY

The creators of the 2012 Olympic torch on masochism and hidden design

## BURNING MAN

The architectural installations built and destroyed in the Black Rock Desert

## LONDON DESIGN FESTIVAL

The best from LDF, including interviews with John Pawson and Benjamin Hubert



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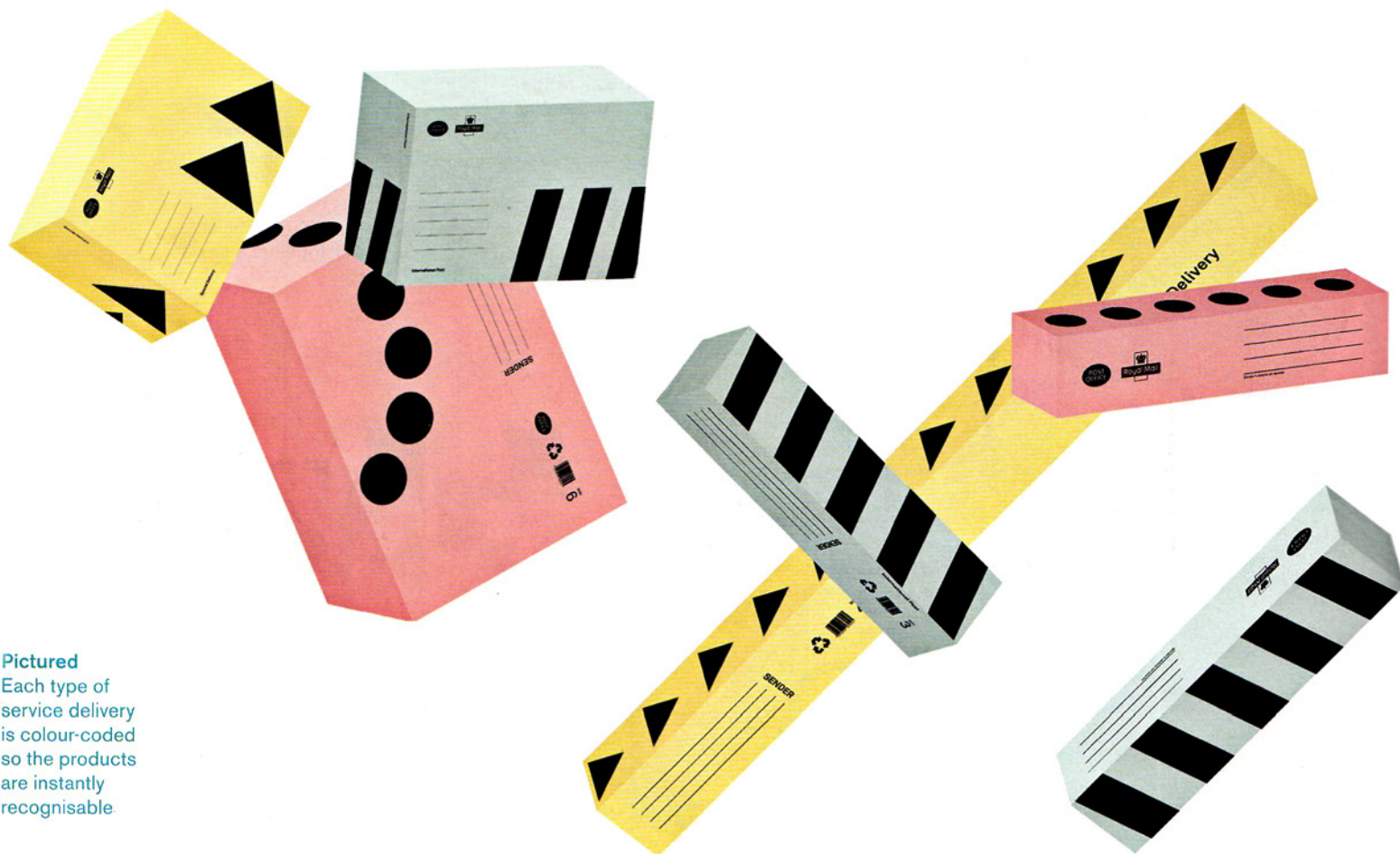
## ZUMTHOR'S ARCTIC HOUSE OF FIRE



## RETHINK Parcels

The dingy packages, parcels and envelopes of the Royal Mail get a makeover this month, to make the experience of visiting a post office almost as exciting as receiving a letter – even if the actual post office remains the same

WORDS  
AND IMAGES:  
Bunch and  
Schober  
Design



**Pictured**  
Each type of  
service delivery  
is colour-coded  
so the products  
are instantly  
recognisable

No matter how old one gets, receiving a letter or a package is one of those small pleasures in life. Unfortunately, the same cannot be said of a trip to the post office. Dingy and crowded, and rarely homogenous in their surroundings and products, post offices are never uplifting.

We can't redesign the whole company – or tell it how to run its offices – but we thought that a clean redesign and clear branding of its products, envelopes and packages, was a perfect and obvious starting point.

We decided to simplify the design. The packaging should be uncluttered so as not to overwhelm the contents – but we want to keep traditional elements of the Royal Mail identity. Our idea was to colour-code each type of delivery service so the products are instantly recognisable to both sender and recipient. We also added icons to the products, so each service has an actual identity, which adds to the recognition factor.

We broke down the categories as follows:

**Domestic:** red with an outline of the Queen's crown jewels (taken from the Royal Mail's logo)

**International/air mail:** blue, with the traditional, beloved and iconic stripes of the old air mail envelopes.

**Special delivery:** yellow, with forward facing arrows.

We decided against colour blocks and went for pale tinted hues to make it easier to write addresses legibly and for the postman to be able to read them correctly. It was important for us to remember that, although we wanted the design to be aesthetically pleasing, it also had to retain strong practical elements.

