# CORPORATE IDENTITY

# &

# CITY BRANDING

Contemporary History: The chronological branding of
Historic Rochester

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MA GRAPHIC DESIGN

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# Introduction

**"The logo is the point of entry to the brand."**

Milton Glaser, Designer, Graphis, 1995 (Pavitt, 2000 p. 21)

A mark used to distinguish similar products or services or used during the submission of a specific service is defined as a trademark.

A Brand is a recognized product or service. If a product or service is known by the communities, than it is a brand. We see the cars on road, building of the holding companies, skyscrapers, people's clothes, shoes, markets and goods in markets are trademarks. Some places that we have heard, we have not been, hotels, bridges, towers, cities are brand. For instance, London, New York, Eiffel Tower, Hilton Hotels, Bosporus Bridge, Golden Gate Bridge etc. They reflect identity in the society with their own brands. Also cities can be branded in their different areas. For example, modern and technological structuring, cultural and social space, historical etc. However today, branding of institutions and organizations are in the foreground rather than city branding. A city's identity is its most important. It plays an important role in terms of the city's growth, improvement, recognition and being well known.

In this project, I will discuss the city branding unlike the branding of the institutions. I have chosen the historic city of Rochester. This place interested me with some factors that it has a unique historic architecture and is rooted in the history of England.

Most of the resources I have found during the research in the libraries tell the history of this region. There is a feature of Rochester which is makes it different from the others. This feature of Rochester's is a very deep history although a small town.

Marsh, R. (1974, p. 1) states that "The history of Rochester stretches back in time for two thousand years."

The City of Rochester Society, (1999, p.1) states that "Rochester is but a little city, but very older, as can be seen by the walls thereof, which are even now falling into decay."

Moss, A. & K. Russell, (1988, p. 1) states that "Rochester had the unusual distinction of being a city within a city."

We see especially Roman, Norman, and Victorian styles on the historical architectural structures. In the past, the societies that captured these places reflect their arts to architectural structures. The buildings that are here today bear this witness.

In AD 43, the first Romans settled in this region. They founded Rochester as a settlement. They have prepared the basis of some architectural structures today in Rochester. These are Rochester Bridge in Medway Lake, Cathedral (AD 604), and Historic High Street.

The City of Rochester Society, (1999, p.1) states that "The Romans landed in the area of Richborough and progressed through Kent until they reached the river Medway in the present Rochester area where a bitterly contested two day battle for the river crossing was fought with the British Cantii tribe under Caractacus. The Romans eventually put the British flight and thus established a platform for the conquest of the rest of Britain."

Pedler, A. (1998, p. 3) states that "The move from small agriculture community to a larger trading and supply town came about with the arrival of the Romans in AD43."

Normans conquered this region in 1066. This conquest was the beginning of a new era for Rochester. They built a new architectural works in Rochester. The most important is today's Rochester Castle (1127). In addition, a Normandy bishop Gundulph re-built the church of Rochester in 1130, and converted the church to a Cathedral.

The sources that I have read tell us about the role of Historic Rochester. Nevertheless, in the region, it tells about the formation of historic architectural structures in history. They have been restored many times throughout history. In addition, we see that these architectural structures serve different purposes, in different centuries.

However, so far I did not come across a book that apart from investigating different angles. Therefore, I think such a historic important region should be examined in terms of identity and branding. In my project, I will cover different directions besides the historical identity of Historic Rochester. These are the architectural, economic, tourism, social, lettering, etc. In addition, artistic

architecture orientation of history and its contribution to identity, tourism, and its contribution to branding, reflect region identity of architectural typographies etc. The researches and analysis that I will do on this issue will reveal the city's distinct identity more clearly. It will contribute to better recognition and being known of the city. So I think my project will help the identity of Historic Rochester in many different ways.

Furthermore, this project may contribute to become more attractive for local or foreign tourists who want to visit Historic Rochester. In other words, it can help to magnify the expansion and branding status of historic Rochester identity, so that a there will be a promotion of Rochester different to the existing.

Furthermore people can look at the most influential factors in the formation of identity from different angles. There is something for everyone related to their particular interests. The occupations of the individuals are effective for determining these factors. For example, an architect can see masterpieces different direction, it can be a source of inspiration for work of an artist or a historian can look at the past events in general.  So in my project, not only the historic aspect but also different aspects can be examined.

"Branding is principally the process of attaching a name and a reputation to something or someone" (Pavitt, 2000 p.21).

Nowadays there is a string of "popular cities." These towns, such as London, Venice and Paris are all products of a branding scheme. These cities are branded in such a way that it elevates the cities to a status of importance. It leads to a sense of capital and dominance of the cities. Approaching of a sense of community, there are many cities which often fall below the radar. Hence, my idea is to rebrand a small city focusing on its special attributes or characteristics, and in this have specifically chosen Historic Rochester.

In the city branding process, instead of large and well-known cities, small but owning well-established history regions must analyze identity in terms of art. Because the identities of the major cities already known with pasts or social lives. Also my project is more to increase awareness of small cities than big cities. In this subject, Historic Rochester is the most appropriate area on behalf my project. Therefore, in this project, I want to improve status of historic Rochester.

Today, the world of visual communication has rapidly developed. Development of the art of visual communication, social interaction and success reaching of many people is provided thanks to communication and technology. Technology and visual communication are reached final stage in the application of knowledge to modern art and design. Institutions and organizations in the society reach their target audiences thanks to visual designs. Visual communication also contributes to the identity of a city. These are quite important for representation of cities to the outside world. Also original and traditional values of a city can be reflected in a design. A city may be branded in different ways, such as reflecting a history and reaching these values to present.

However, the importance of the logo and corporate identity has been increased in the globalized world. The logos and emblems that are used by many institutions and organizations form the basis of branding.

Today, this situation has become an important function for presentation of city identity. We see the visuals that especially are designed for improving the business and tourism sector. This is the most important taken step by way of branding the city. Therefore, this helps to city's growth and development, and the promotion of their traditional characteristics in the international area. This project has investigated the branding of the UK city of Rochester and reflecting its historical phenomenon in the visual identity. In this paper, the emblem and corporate identity that I have designed for Rochester, their critical analysis, development process, methodology, production and presentation will be discussed.

Rochester has many traditional and cultural values although it is a small city. Throughout the research process, the history of Rochester, the original architecture, typographies, tourism, festivals, etc. were examined in detail. There are many different elements that constitute the city's identity. Each one of these has its own different property and depth. These factors allow the city to exist and develop.

However, the obtained data provided learning and research into branding of all aspects of a city. So it helps to the next step of designing a new emblem and corporate identity. Based on all of the results of this survey, the most appropriate corporate identity and emblem were designed for Rochester.

Thanks to this project, "what is the phenomenon of branding and corporate identity?", "How should it be?" was learned. Most importantly, the importance and functions of the city branding were investigated and corroborated. Interviews have been made with experts who have important information about the city for access to more information. Thanks to these interviews, to more information about the city. In addition, a survey was applied to local and foreign tourists to get their thoughts and impressions about the city. In short, different research techniques were used to recognize Rochester with aspects of different people and every direction.

In addition, each city is like a different person. There are features that make them different from each other. Rochester is assessed in a different way with regards to Chatham as architecture, popular culture and tourism. Two cities are compared, which are very close to each other, but very different. Thus, the identity differences appeared between the two cities.

The identity of the city was analyzed in terms of art which is a small but a long history like Rochester in city branding. So it had a chance to contribute in this regard to the status of Rochester graphically. Designing a new emblem and corporate identity will provide new visual identity to Rochester.

The final stage of the project, a new emblem was designed for Rochester. The corporate identity was designed with this emblem design. In this critical paper, the emblem (the main element of the project) design, development process and methodology will be discussed. In addition, the formation process of different elements of corporate identity will be discussed. "How to do this project?", "Which techniques and materials were used?" will be explained.

# Chapter One

## Castle - Analyses in terms of Tourism



Fig.1: Rochester Castle, March 2011, Photograph: Tugba Renkci

"The castle was built by William de Corbeil in 1127 in Kentish rag stone, replacing a motte and bailey of 1085, slightly to the south." (Pedler, 1998:32)

"Repairs were carried out after it came under siege in 1215 and again in 1264, but very little was done to it after the mid-fourteenth century and it gradually fell into decay. Attempts were made to demolish it, but mercifully it survived, and its future was secured when in the 1870s it was leased, and later purchased by Rochester Corporation. The grounds of Rochester Castle were laid out as a public park in the 1870s and ever since have proved to be an immensely popular asset to the city." (Moss and Rusell, 1988: 15, 16)

"The castle's design was dominated by its use a fortress, and this design altered with the threat of new offensive techniques. Towers were added or changed shape, gateways were refortified, and curtain walls were built in response to new weapons and strategies of attack. If a castle was allowed to fossilize it was easily taken and eventually all medieval castles became militarily obsolete." (Copeland,1990:5)

Firstly, tourism is the impulsive and fluent element of regional development. First of all, it is revenue for service providers of region's tourism. The opening to the public and protection of historical monuments in this region has seen increased production and revenues.

The castle is at the beginning of the most important architecture of city. The castle which is a symbol of power was built by Normans. It was built near the Medway a very strategic river. This building has undergone renovation several times in the past. Despite its age, it still has not lost any majesty and grandeur. It has become a symbol of Rochester. There is also sign that represents the castle in the City of Army symbol. In addition, the lion is used that represents the King and his power.

Tourism is a tool of mutual recognition of people and nations. It can raise the level of general culture of people. The domestic and foreign tourists that visited the region learn about regional history. Furthermore they experience the thrill of discovering the identity of this mysterious historic region. It hosts many local and foreign tourists from the UK and around the world. The castle has managed to attract the attention of people with the glorious and powerful structure all the time. It is also the tallest tower in England. However, it is very close to the cathedral. In this way, these two important historical buildings are usually mentioned together.

Although Rochester castle was left to rot in the middle of 14th century, it was protected in the following years. It provided protection and evaluation of natural, social and cultural environment. In particular the opening of the castle to tourism influenced very positively region's economy. In addition, this building's historical value has a huge contribution to tourism in the region.

Tourism activities in the region cause the opening of the new work places. This condition is very important socially. While these events develop, opening new tourism businesses and using more staff was needed. Therefore, the status increases in terms of tourism. For this reason, care was taken to preserve historical monuments in this place.

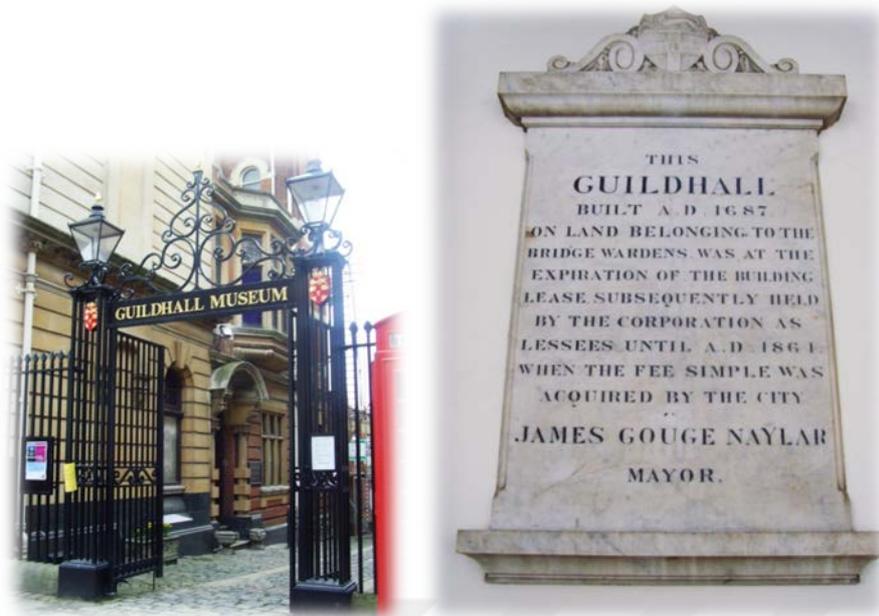## Guildhall Museum - Analyses in terms of Tourism

Fig.2: Entry of Guildhall Museum, March 2011, Photograph: Tugba Renkci

"The Rochester Guildhall was built in 1687 and is one of the finest 17th-century civic buildings in Kent. Its staircase and main hall have magnificent plaster ceilings, given in 1695 by Admiral Sir Cloudsley Shovell, who was the Member of Parliament for the city of Rochester at the time." (http://www.medway.gov.uk/leisureandculture/museums/guildhallmuseum.aspx)

"Rochester's guildhall dates from 1687 and is the place where,  in Charles Dickens' book 'Great Expectation'.The building on the left is the former Duke's Head inn which had been acquired by the council in 1864.  It was demolished in 1893 and a new wing built to provide additional council offices and also to accommodate the city's new technical institute. The institute's stay there was brief, however, for in 1897 it was removed to new premises in Eastgate. Today the Guildhall Houses the city's museum, although the council still meets in full session in its elegant courtroom." (Moss and Rusell, 1988: 29)

Victorian-style architecture that attracts the attention of everyone is in the historic High Street. Nowadays, it is a museum that most visitors in the Kent. During the observations I see that the museum has quite a rich collection of historic artifacts pre-20th century.

The Guildhall consists of two different buildings. We see firstly after the entrance of the first building, historical objects belonging to 16th and 17th centuries. These are pots, coins, swords and arrows, war goods etc. The representing king and Rochester symbol was used on coins.

Fig. 3: Guildhall Museum 16. & 17. Century Room, March 2011, Photographs: Tugba Renkci

After this chapter the most important room of the museum that Court Hall is seen. This hall was used as a municipality building, town hall, court and council chamber. Also the living room is decorated with great pictures. There are portraits of Members of Parliament of Rochester that King William III and Queen Anne and mayors of Rochester. These pictures are in only Court Hall and there are a total of 9 pictures. People who visit the museum will also travel to the painting exhibition.



Fig. 4: General View of the Court Hall, March 2011, Photographs: Tugba Renkci

Fig. 5: Portrait of Admiral SIR CLOUDESLEY SHOVELL, M.P. BY MICHEAL DAHL, March 2011, Photographs: Tugba Renkci

 "There is, preserved in the Guildhall, an important and impressive series of portraits which, because of their very long association with the building, are worthy of individual attention in any discussion of its history.

These paintings have managed to survive a number of hazards in the past, not least of which have been four positively damaging amateur attempts at cleaning and restoration carried out in 1834, 1886, 1906 and 1959.  Fortunately, the damage inflicted upon the paintings on these occasions has now been repaired by a programme of professional conservation and cleaning which commenced in 1982." (Moad)

In addition, ceiling decorations of the hall are quite spectacular.  A Coat of Arms and City of Arms was used in the hall and wall. These symbols are larger than normal size. The colors on the representing Rochester and army are quite lively. Red and gilt based. The tourists who visit the museum have the chance to the splendor of Coat of Arms and City of Arm Court that looks like a work of art. These symbols are quite interesting, especially for foreign visitors.

Fig. 6: Coat of Arms, Court Hall, March 2011, Photographs: Tugba Renkci



Fig. 7: The Arms of SIR CLOUDESLEY SHOVELL As Depicted on the Court Hall Ceiling, March 2011, Photographs: Tugba Renkci

There is the Medway Prison Hulk department after Court Hall. This section decorated just like a ship that belonging to 19th Century. In addition, lake and seagulls sounds effects are given. No detail escaped the review. Thus, visitors live mostly feeling mysterious atmosphere. A floor below of this portion there are people who are prisoners on board. These sculptures were made of honey wax. The location where they are located is similar to a cell. Thus, in humans evokes a sense of reality.
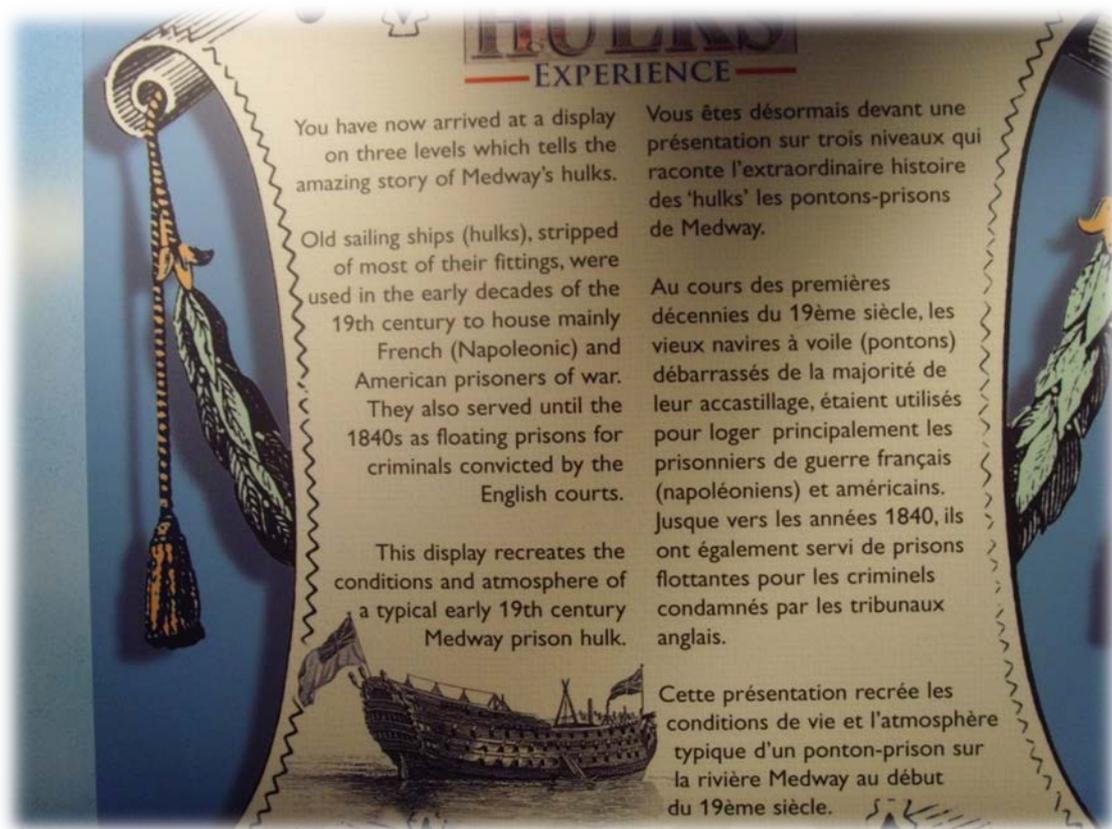
Fig. 8: Hulk Experience, March 2011, Photograph: Tugba Renkci



Fig. 9: General View of the Hulk, March 2011, Photograph: Tugba Renkci

Another chapter in the museum is The Medway Room. There are different models of ships used in the past in this section. In addition, there are vases, plates, table clock, mirror, chair etc. belonging to 1750-1840.

"It is reasonable to say that the very existence of the first settlements in the areas of Rochester, Chatham and Strood were due to the River Medway. The river valley provided fertile soil for farming, a plentiful supply of fish and a convenient artery of communication. From at least the Roman period onwards, the strategic importance of the river and its crossing points was recognized. The founding

of the Royal Dockyard here established the Medway as one of the principal anchorages of the British fleet.

The Rochester Oyster and Floating Fishery, mentioned in medieval charters of the City, was a prosperous and important element in local commerce until 20$^{th}$-century pollution of the river destroyed the oyster beds. The Fishery continues to exist, however, albeit in a much reduced form, still enrolling apprentices and regulating commercial fishing in the river by means of its Admiralty Court which meets annually.

The river has long been a source of public recreation and is today increasingly used for this purpose by all those with an interest in water-based sports and leisure activities." (From Guildhall Museum Panel, 2011)



Fig. 10: The Medway Room, March 2011, Photograph: Tugba Renkci

There is Charles Dickens Discovery Room in another building of the museum. Here there is a sculpture of Charles Dickens. This is so realistic that people like seeing is the face of Charles Dickens. In this room, there are notes, photos, and pictures belonging to Dickens and also prominent in the press about Dickens, news, newspapers, magazines, etc.

In addition, during the trip I saw interactive CCTV system in the museum. The Rochester Riverside Eye and visitors have a chance to investigate the river bank more closely. There is also a movie that has a brief history of Medway and Rochester. The museum is complete in terms of technological facilities. Many of the history of the Rochester collections are together, and there is complete information about each historical evidence.

In the museum visits, I see domestic tourists up to foreign ones, especially French students groups. Rochester history plays a sufficient role on the French history since the Normans. I think because of

this reason, this region is more interesting to French tourists. Also I noticed that these young people are very curious.

The Guildhall Museum is an informative guide to Rochester, and at the same time an important resource for the people that get to know the area. In addition, the museum is a striking Historical building structure, with historical and unique architecture of Guildhall. Then, it can be seen historical artifacts in the museum. Especially "Court Hall" and its power and authority. I think Guildhall is a contemporary exploration to interaction of arts, history and architecture for those who visit here.

## Cathedral - Analyses in terms of Architecture

"Rochester's first cathedral was built in 604 by St. Justus. It was tiny building and stood near the west end of the present cathedral. The Normans found the church in Rochester at the time of the conquest to be very run down and, under the direction of a new bishop, Gundulph, set about building the new cathedral and priory of St. Andrew.  Work started in about 1080 and the building was consecrated on Ascension Day 1130. The choir was added in the 13th century and a tower with spire was raised in 1343. By the 19th century the years of post-Reformation neglect had taken their toll and extensive repairs and restoration work had to be carried out.

Nestling under the north wall of the nave is a little cemetery which provided a source of inspiration to Charles Dickens. The author, who was a frequent to visitor the city, took note of the names on the gravestones and wove characters around them which later appeared in his famous novels." (Moss and Russell, 1988:4,5)



Fig. 11: Rochester Cathedral, February 2011, Photograph: Tugba Renkci

The main entrance gate of the cathedral is Boley Hill that in the face of the castle wall. This gate is one of the most magnificent and best monuments in England. It includes best sculpture of that era. In the door design, we see density of French-style rather than British style. Fritz Saxl has made a survey on this subject.

Baxter, R. (2006, p.86) states that "With its radiating voussoirs, column-figures and Christ in Majesty tympanum, the doorway seems more like a French portal than English one, and the literature has focused on this single aspect, and in particular on the design and stylistic parallels with sculpture in various regions of France. As early as 1859, Ferguson noted that the ensemble should be deemed continental rather than English, and a century later a similar position was taken by Fritz Saxl, who omitted it from his survey of English 12th –century sculpture on the grounds that it was merely an imitation of French work and conveyed nothing of the English contribution."

The grandeur of door represents the power and force of religion. The difference of this door to other church doors is semantics and visuality of pattern on the door. Therefore, it gives impression of door that opened to heart and spiritual light-emitting. There is a seated figure of Christ on the oval section located just above the door. In the following voussoirs, to give the effect of the light emission is wanted. There are also columns and icon figures addition to voussoir. Composition of motifs and figures were prepared regard fully, carefully and luxuriantly. Carving technique was used in the door works. In this way the gate structure has mostly emerged.

Fig. 12: Entrance of Cathedral, Boley Hill, February 2011, Photograph: Tugba Renkci



Fig.(Left)13: Tympanum and lintel, Photograph: Conway Library, Courtauld Institute of Art

Fig.(Right) 14: Female column-figure, Photograph: Conway Library, Courtauld Institute of Art

Fig. 15: Tympanum, reconstruction showing the original position of Christ, Photograph: Ron Baxter

The door of the Church of England's second oldest cathedral is a work of high quality. It is an unprecedented artifact with unique architecture. There is male and female figures and sculpture of Jesus on the door entrance. The male figures that the top near of door keep sceptre in their hands. It represents identity of King Solomon. Also there is different motif that similar to human and animal on tympanum part.

Baxter, R. (2006, p.85) states that "it has five orders, with a tympanum, lintel and a carved label. The inner order is supported on half-columns, and the other four on detached *en délit* nook-shafts with foliate and figural shaft-rings. On the second order are two column-figures: male on the left and female on the right. The male figure has lost most of her head and bears a scroll. She is generally called Queen of Sheba. The nook-shafts and half- columns of the embrasure are topped by elaborately carved block-and-cushion capitals with foliate imposts. The tympanum depicts Christ enthroned in a mandorla supported by pair of standing angels and surrounded by the four symbols of the Evangelists."
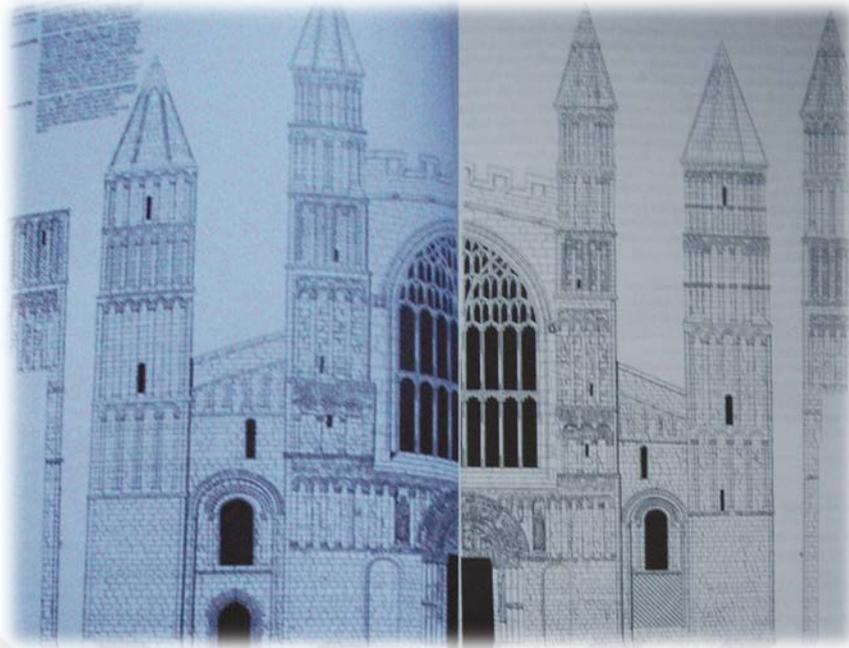
Fig.16: Drawing of west front, Drawer:  Jill Atherton

The cathedral consists of 13 sections totally. These sections follow each other from the first part. The people that come to see this place promenade these sections by follow. So that each section of the cathedral is visited more informed and more organized.

On the first part, constituting main body is "The Nave". There is baptized icon. There are religious figures that animated on the mind of medieval architecture. Also, middle age Rochester people would worship in the same department.



Fig. 17: Font for baptism, March 2011, Photograph: Tugba Renkci

This part is just like a long way toward altar. Also it is designed like spiritual journey that rising up to God. This situation allows people to feel himself in a different world.

Halsey, R. (2006, p.61) states that "Like most of its contemporaries, the Romanesque nave of Rochester Cathedral has been altered in subsequent centuries."



Fig. 18: General view of the nave looking east, March 2011, Photograph: Tugba Renkci



Fig. 19: South nave elevation, looking east, Photograph: Richard Halsey

There are rich mixed architectural styles and symbols in the 3rd part. Under of the tower of cathedral and intersection of middle of cathedral is central point. This section is quite magnificent. Also it represents inspiration and beliefs. In this part, there are sculptures of important people in church history including bishop of 11th century that Gundulf who architects and engineers.

Fig. 20: View of the sculptures, March 2011, Photograph: Tugba Renkci

Other parts of the Cathedral are Pilgrim Steps, The North Quire Transept, The Quire, The Sanctuary, The Crypt, The Cloister Garth etc.



Fig. (Left) 21: View of the Guildhall Museum, March 2011, Photograph: Tugba Renkci

Fig. (Right) 22: View of the Crypt, March 2011, Photograph: Tugba Renkci

I noticed that Crypt part used to room that containing goods belonging to 16th and 17th century by supporting in background. This section constitutes one of the oldest parts of the church. It was used as prayer room. This historical place is a quite large cellar. It placed under of the church. Also this episode has very mysterious and quiet atmosphere. It was also used for special pray.

"Little remains of the first post-Conquest cathedral church at Rochester. Two most substantial surviving fragments of earlier Romanesque work are the western two bays of the crypt, which has been truncated by Gothic rebuilding." (Plant, 2006: 38)

In general the church offers to visitors a peaceful environment in spectacular architecture. Cathedral is a masterpiece that reflects combination of history, architecture, art, symbols of Rochester.

Within the Church, introductory of church or brochures, photographs, newspapers, etc. that explaining different activities in church are offered. Especially among them, the music of cathedral is interesting.

Nevertheless, the opened garden to church is  The Lady Chapel episode. It is quite cultivated and creates large green belts. This section was made in 1490. Gotic style was also decorated with modern example of spiritual art.



Fig. 23: View of the Lady Chapel, March 2011, Photograph: Tugba Renkci

General of the church has medieval decoration and symbols. It creates an impression of wonder and amazement with robust, powerful, modern and clean appearance although it's old history. This is the most effective thing for visitors.

## Historic High Street

## Chertsey Gate & Mr. Tope's House



Fig. 24: General view of the Chertsey Gate, March 2011, Photograph: Tugba Renkci

"This was the original gateway to the Priory of St Andrew, established by Bishop Guldulph in the 11th century. For centuries it provided the only access from the High Street to the Cathedral. It has been called, variously, Cemetery Gate, Chertsey Gate and College Gate. Dicken's named it Jasper's Gate after the Cathedral choirmaster in Edwin Drood." (Pedler, 1998:40)

"The gateway itself dates from the fifteenth century; the little wooden house had been added in the 18th. This was the home of John Jasper, the cathedral choirmaster in Dickens' book "The mystery of Edwin Drood"." (Moss and Russell, 1988:32)

Chertsey Gate is rarely seen instance of a different architecture. It is small but aesthetic, designed originally. On the lower door gate, normal knitting stones were used instead of typical English bond. On the other side of the door, there is a plaque on right part. On the plaque it mentions Queen and visit of Edinburg Duke in 1984.

It was written on the plaque like this "This stone commemorates the visit to the city of Rochester – upon- Medway 5y H.M THE QUEEN & H.R.H. The Duke of Edinburg on 31st October 1984 and marks the completion of improvements to the High street."

The wooden house is Dutch style gable. In this structure, two different material, wood and stone are used together. Thus original architecture is more reveals. Gate was designed so nice to non-obstruct way. It was also constructed to corner for providing access to church and castle from High Street. The people who came to see church and castle certainly see this door. During the research visits, i see that many tourists interested in to door. Accordingly it has different architecture from others I think.

Chertsey Gate has become a symbol of historic High Street. It is the one of the best-known architectures of High Street. In the past, it has been used as both home and door. Especially the Cathedral that mentioned in Charles Dicken's unfinished last novel is popular, besides home of its choirmaster that Jasper. This makes different from other buildings with these features.

In the following examples, there are similar different buildings to each other. The building in right example is architectural structure that placed left of Chertsey Gate. Charles Dickens talks about this building in last novel, in "Edwin Drood". Pedler, A. (1998, p. 41) states that "At 60 is Mr. Tope's Restaurant, Mr Tope being the chief verger of the Cathedral in Edwin Drood and his house is the last building mentioned in a Dickens novel." In this case, the same way it indicated at the plaque on the building.

Fig. 25: General view of the some building in the Historic High Street, March 2011, Photograph: Tugba Renkci
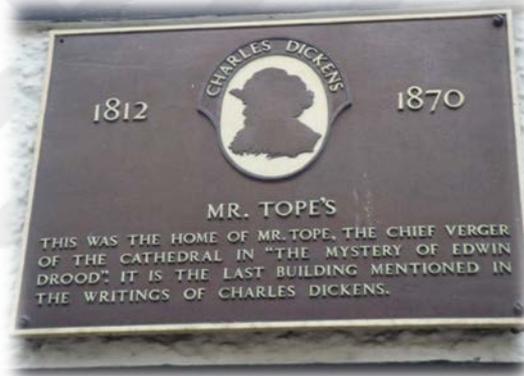


Fig 26: The Plaque from Mr. Tope's House, March 2011, Photograph: Tugba Renkci

Chertsey Gate, Mr. Tope's House and building on the left photo are similar and stayed in the street. However, at Mr. Tope's House entire building stone used for construction. The walls are painted white. The building facade has a fairly well-groomed appearance. In contrast, the wood used in left building such as gate. They built different materials, same style. Moreover, this building on the left, astonish those who saw it. Structure of the building is slightly to the right pruned. It seems as if fall down to the right side building. Is this building designed so? Or it took this shape with time? It is unknown. Moreover it is not adjacent with the side wall.

All 3 buildings are similar, but different varieties of the same species. For example, window styles, roof design and roof windows, etc. We can see the flower bed in front of windows all of them. Moreover its architectural styles are Dutch style gable like Chertsey Gate. White, black, shades of brown are preferred as color for such structures. An example at figure 24, the lower floor is designed

for use as a shop. They are uniform and like box. In general, we see these style houses that forming architectural identity in the High Street is not multi-storey.

## Eastgate House

Eastgate House was built near the site of the Roman Eastgate by Sir Peter Buck, paymaster at Chatham Dockyard, in 1590-1. (Pedler, 1998:50)

Among its various has been that of a school for young ladies and as such is mentioned in the writings of Charles Dickens. It was the city's museum from 1897 until 1979 and now serves as part of the Charles Dickens Centre. (Moss and Russell, 1988:39)

Eastgate Houses was one of the most impressive architectures of the High Street. As if they defies the years and although they have not lost their glories. Moreover these structures have managed to bring architecture of its own period to present.



Fig. 27: General view of the Eastgate House in the Historic High Street, March 2011, Photograph: Tugba Renkci

There are two appearances from different front of eastgate as seen above. Facade facing is the High Street on the left side of the road. Constructions of this front normal stones are used rather than brick and it building face painted to white. The boards that supporting the building are painted same color as windows, that is black. This side of the building is other gable style and two small gable roof used in one side. Another striking element of this front is two windows that designed almost adjacent to the roof. The windows that striking with dark color are designed as jutting out. Thus, the

windows are given prominence. For the ground floor, single large window is designed. In general facade of the house, horizontal vertical axes, triangular and rectangular forms is noticed.

Other side of Estgate (right photo) that is slightly different. This front structure is built of bricks. Also in this section, it creates resembling the cylinder-shaped tower structure. These are reminiscent of the cylindrical form of rectangular or pentagon. Both of them are completely different from each other. The first one is longer than the other and too many windows are not located. Existing windows designs smaller and sparse. In contrast, the second tower is shorter and more intense as we see large and big windows. Also these two episode designed as prominent from building. So that the unique aesthetics of this historic building has emerged more.

Same side of the building on most right section, there is also such a structure but unlike the others, it has rectangular structure. And it has large windows. Also, entrance is in this section.

There is a plaque on the building. Pedler, A. (1998, p. 51) states that "A plaque outside states this was Westgate House in *Pickwick Papers* and 'The Nun's House' in *Edwin Drood*."



Fig. 28: The Plaque from Eastgate House, March 2011, Photograph: Tugba Renkci

In general, every floor and part of building is different from each other. In spite of this, there is no defect in appearance and design. However, There is also a architectural structure that forming other part of the Eastgate. It just located across the road. This building called also Old Eastgate House in sources. In addition, The plaque on the building face indicated that Charles Dickens mentiones about this house. These was written on the plaque "Mr Japsea's House "Edwin Drood" "Uncle Pumblechook's" Premises 'Great Expectations' ".

Pedler, A. (1998, p. 53) states that "A plaque stating that this was Mr Japsea's House in *Edwin Drood* and Uncle Pumblechook's in *Great Expectations*"

Fig. 29: General view of the Eastgate House in the Historic High Street, March 2011, Photograph: Tugba Renkci

The building, designed in the style of a previous facade of Eastgate House, overlooking the road. Large windows, supporting board the building and other pieces was painted to black. White was preferred for the remaining surface. Roofs are also Dutch gable style such as the other buildings. The window of the middle building is taller than the others. From roof downward each floor is inside a little more and this is supported from the bottom windows.

Nevertheless, in the shops at the bottom of the building, 154 is Elizabeth's of Rochester- reverting to its previous role as restaurant, At 152 was Thresher's Wine Shop, but now it is evacuated. The 150 number is Mann and Company, estate agents.

On this historical architectural structure, there are 3 repetitions of the similar building consecutively. They are manage to reached up to present with their durable and strong architecture throughout the centuries.

## Watts' Charity & The Seven Poor Travellers' House

"The Poor Travelers' House was founded by Watt's Charity. Richard Watts, at his death on September 10th, 1579, had the existing almshouse upgraded with 'six good matrices of  Flock Bedds and other good  and sufficient furniture to harbour and lodge in poor Travellers.' Travellers  were allowed to stay, for  just one night, and were given four pence, when they departed the next morning. This generosity continued,until 1934, when it was increased to a shilling! Temporary lodgings were made available, until the Second World War, and it was finally closed, in1940. Then, in 1979, the building became a museum. Charles Dickens was inspired to write his short Christmas story The Seven Poor Travellers, after a visit in1854."

Guy, J.& A. Hopley (1996) states that "Watts' Charity was used by Dickens in one of his shorter stories, 'The Seven Poor Travellers'. Richard Watts, M.P. for Rochester in 1563, lived at the real 'Satis House', near the castle, the name of which Dickens borrowed and attached to Restoration House in 'Great Expectations'. Watts founded a charity for six poor travelers to receive a night's free lodging. In the story, Dickens himself, as narrator, becomes the seventh traveler."
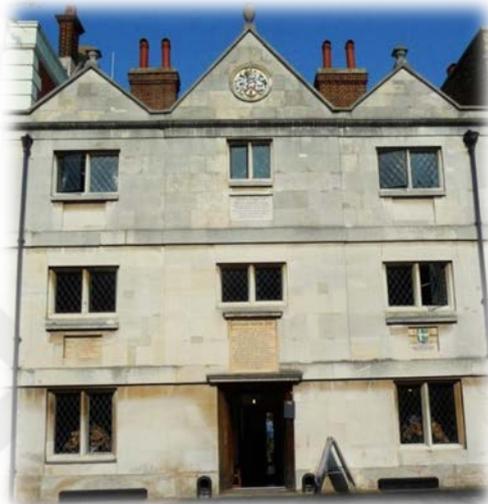


Fig. 30: General view of the The Seven Poor Travellers' House in the Historic High Street, March 2011, Photograph: Tugba Renkci

First of all, this building has very different architecture from previous mentioned examples. Unlike other architectures material, used the white stone that rare material on the street. The general design of facade of each three floor of the building is same. In contrast to other buildings, the structures of windows are smaller and uniform. Roof design is gable style like other buildings but is adapted to material of white stone. It is a original work. There is a relief symbol middle of the large bag that in the middle. In general, facade of the building has less complex and away from show off visually than other architectures.

The rooms that inside of building designed as small. All rooms on the ground floor are located fireplace. In contrast to the high ceilings of the museum building, the ceiling of this building is close to ground. Additionally, wooden material is used like Cathedral ceilings. All the rooms are similar to each other. There is no motive in the walls and ceilings. They are so far from show off. Interior design reflects the existence period. However, the back garden of the building is decorated with different flowers. Charles Dickens visited the garden and the garden has inspired his work. There is study notes, articles and maps of Richard Watt in the building that used as a museum.

This historic building is home to many visitors. Many tourists who came to Rochester think these building are very interesting with their unique architecture.

## Charles Dickens

"Charles Dickens was born in Portsmouth on 7th February 1812, the second of eight children.  His family moved back to London in 1822.

At the age of 15 Charles went to work in an attorney's office, but he wanted to write so he taught himself shorthand and secured employment, first as a freelance and later as a staff reporter for various newspapers. His first book, "Sketches By Boz" (his nickname for himself) was a collection of essays first published in serial form in 1836. The same year also saw the publication of his first novel, "The Pickwick Papers". All of Dickens' novels were serialized, in monthly or weekly instalments, which gave his books a distinctive style and made them accessible to a much wider audience.

Dickens' personal life was tainted with sadness and disenchantment. As a child he was quite sickly, though never reserved, and suffered numerous bouts of illness. He married Catherine Hogarth (Kate), the daughter of a colleague, on 2nd April 1836. Dickens soon realized that he and Kate were not suited and they grew apart, eventually separating in 1858. The year previous he had met the actress Ellen Terran and had an ongoing affair with her until his death.

In 1856 Dickens bought Gad's Hill Place, Higham, thus realizing his boyhood dream of owning it.

Always a very theatrical man, Dickens could often be heard acting out loud scenes from the current book he was writing. He embarked on a reading tour of America in 1867, followed by an extensive English tour. He gave his final reading on 15th March 1870 and retired to Gad's Hill, utterly exhausted. He took ill on the evening of 8th June 1870 and collapsed of a stroke. He never regained consciousness and died the following day, taking the secret of his last, unfinished novel, 'The Mystery of Edwin Drood', to the grave. He was mourned across the world with a reverence normally reserved for royalty." (Guy, J. & A. Hopley 1996)

Fig. 31: The dining room at Gad's Hill Place, taken around the time of Dickens's death

First of all, Charles Dickens is one of the most significant artists of the literary art. Famous writer have gained fame not only in England but also worldwide. His monuments that existing centuries before are still read admiringly. He has reach to present day thanks to successful works. His phraseology and fluent style made him different and unique. His art is himself. He gained his personality with degree of the style and thanks to this style he set up a rhetoric that unlike someone else's.

Living such a writer in the history of literature in this region is very privilege and pride behalf of region. No doubt it contributed to region promotion so much. Especially, some of events of some Dickens' works are occur this region and some ancient architectures of region. He wrote ideas of these historic architectures in some works. He wrote what feeling when he looks them with his style. Some of them are;

For Guildhall,

*"The hall was a queer place, I thought, with higher pews in it than in any church…"*

"In Dickens' time the Guildhall was also used as a magistrates' court. It was here that Pip was brought by Mr. Pumblechook, in "Great Expectation" to be bound over as an apprentice to Joe Gargery."

For Castle,

*"Magnificent ruin! ...... What a study for an antiquarian!"*

"The castle, which dates from 1080and features in 'Pickwick' and 'Edwin Drood', had a humbling effect on Dickens, reminding him of his own mortality. He wanted to be buried in the small graveyard in the moat, belonging to the cathedral. His ghost is reputed to haunt the castle moat each Christmas."

For Chertsey Gate & Tope's House

In The Mystery of Edwin Drood *"…one might fancy that the tide of life was stemmed by Mr. Jasper's own gatehouse."*

For Rochester Cathedral

*"Old cathedral earthy smell-pilgrims' feet worn away the old steps…"*

"The cathedral feature strongly in 'The Pickwick Paper' and takes centre-stage in 'The Mystery of Edwin Drood', with the plot revolving around the people who worked there. Almost the last words Dickenswrote, on the day he was taken ill, were about the cathedral. He borrowed many of his characters' names from gravestones in the north cemetery. "

For Watts' Charity

*"… a clean white house, of a staid and venerable air, with a queer old door…"*

Watts' Charity was used by Dickens in one of his shorter stories, 'The Seven Poor Travellers'

For Eastgate House

*"… a venerable brick edifice…"*

Eastgate House appears in 'The Mystery of Edwin Drood' as the Nun's House, school for young ladies ans as Westgate House in 'The Pickwick Papers.'

(Guy, J. & A. Hopley 1996)

Also Nicolson, N. (1988, p. 154) states that "In *Edwin Drood* Dickens wrote that the 'changes of glorious light from moving boughs, songs of birds, scents from gardens…penetrate into the cathedral', and it is much the same today."

Wilkinson, D. N. & E. Price (2009, p. 248) states that "Having been inspired for the whole of his professional career by Rochester, his description in The Mystery of Edwin Drood from some of the very last paragraphs he wrote is particularly poignant: *'A brilliant morning shines on the old city. Its antiquities and ruins are surpassingly beautiful, with a lusty ivy gleaming in the sun, and the rich*

*trees waving in the balmy air. Changes of glorious light from moving boughs, songs of birds, scents from gardens, woods, and fields-' "*

History of region, its mystery, and architecture influenced him and has inspired to his most beautiful works. So it reflects to also his art. Dickens express this region with own style and best way in his monuments. Especially by Dickens' fans and readers, although Rochester was not visited, it provide known name of Rochester, make easier to remember. This region creates wonder for many people.

Second, since 1978,  Held Dickens Festival that each year in June behalf of Charles Dickens contributes to promotion and to be known of city. In addition, it is good opportunity for those who want to visit the city. Festival is sets up in High Street and garden of Rochester castle. Fun, dance, drama, street theater, songs, reading activities are organized in the festival. The participation of The Dickens Fellowship Society and foreign tourists performs with good atmosphere of historic Rochester thanks to festival. In addition, another distinctive factor of festival is dressed Victorian style costumes people on the streets. These are quite interesting, especially to foreigners of the city. It helps to introducing of traditionally and historical costumes to foreign nations. Furthermore people who live in an atmosphere of Victorian style and color images are a witness.

Another festival is the "Dickensian Christmas". Since 1988, this festival held each year in the first week of December. Just like the festival in June, fun, dance drama, songs etc. activities are organized. We see also people that wearing traditional costumes. The round of the castle, cathedral and High Street, a charming scene is formed under snow in this festival. Most importantly, people take a literary trip to discover the world and character of Charles Dickens. His life and works are introduced.

"There is nowhere in the world you can see this festival of all Dickens characters, which include, good old Ebenezer Scrooge, Oliver Twist, Magwitch, Pip, Miss Havisham, Bill Sykes with his faithful dog Bullseye and many more other characters that Dickens portrayed in his novels."

(http://www.historic-uk.com/DestinationsUK/Rochester.htm)

Information Visitor Center director highlights in interviews that hundreds of tourists came from the region for Dickens festivals. Furthermore, events in the his works told in historical buildings in this region increases popularity of this area.

These kinds of activities revitalize the city's tourism. Its cultural and traditional features have been introduced to people that came from different places of the world. It reflects original identity that comes from history in best way. By this means Rochester is known by many people. Also the people

that portrayed in Dickens' works are encouraging to many people to read these monuments. An author such as Charles Dickens lived in this region to be a big advantage in the name of the region.

# Chapter Two

## The Coat of Arms of the City of Rochester



Fig. 32: The Coat of Arms of the City of Rochester

"Comprising a simple shield in red and gold and displaying the Lion of England and the letter 'r', its existence as a seal device was first recorded in 1574. Four hundred years later new armorial bearings were created for the new administrative area incorporating elements of the arms of the city of Rochester." (Moss and Russell, 1988:1)

Firstly this symbol is oldest and most well-known symbol of Rochester. In Rochester streets, this symbol found almost everywhere. For example, it seen on the plates that wrote street names, plaques that indicating the historic sites, even on trash container.



Fig. 33: Some of examples using of symbol in different places, March 2011, Photograph: Tugba Renkci

Second, there is some significant element that visual representation of this symbol. Britain's most significant visual materials that lion is used here. It reflects King, his power and strength. It represents most important value of Rochester which is castle and army.

Furthermore located on the coat of arms of the cross explains the power of faith in the church and these lines represents Normandy. In this symbol that reflecting identity of Historic Rochester "r" like the Roman letter. Middle "r" letter emphasizes identity of the Rochester.

Only 2 colors used for color selection. Thus, it is far from the complexity of meaning. Vibrant shades of yellow and red were chosen. Red represents power and strength but also historical identity. Gilding yellow reflects glory, brightness, sparkle of king, army and religion.

All important elements of Rochester was collected on a single visual symbol.Owned identity of city impress historical reflection of environment. This consubstantiate city and visual element.



Fig. 34: Some of examples using of similar symbol in different schools, February and March 2011, Photograph: Tugba Renkci

The above examples are symbols that used by some schools located in Rochester. These schools are Thomas Aveling School, Trinity School, King's School in Rochester and St Andrews School in Rochester. Schools offers brand direction to community with visual designs on this escutcheon. Different designs are placed middle of the Coat of arms. Cross, lion, tree etc. Always cross that shows the icon of religion is located in middle of the coat of arms. We can see this in even the smallest detail. For example when look to design of Thomas Aveling and Trinity School carefully we see cross that symbol of the religion.

In general, seen examples are far from complexity. Color selection is less. Schools presented its own stance with symbols to community.

# Chapter Three

## Survey

First of all, this method required to collect data systematically in the project development process. Different from Literature scanning, research and reading, travel-observation research, survey research method that provides collect data was applied. Although research method provides less detailed data, it supplies opportunities to collect data in a short time. Therefore, thanks to this method chance to reach many different types of information has been achieved.

However, the list of poll questions included these; the short answers in "yes-no" form on the choices, brief information and multiple-choice options. Questions are open and clear. Easy to understand. In addition, each question focuses on an idea. Each item is about a single behavior, attitude, idea, event or issue.

The list of questions that applied to all students are same. However 3rd question excluded from the applied survey question list for living in this region and around the local high school students.

While preparing the questionnaire, all the issues mentioned about the project. It includes also wondering and reach desired information in project process. In addition, information and experiences about historic Rochester of local and foreign student group that in different age groups is desired.

List of questions that prepared based on the information obtained are given specific people. we can divide people who applied the questions into two different classes.

- Local middle school, high school and bachelor's degree (BA) students, (12-22)
- Foreign master students from different nationalities, (22-31 years of age and above)

It is applied on the Living in this region or comes from different cities or countries local and foreign student groups. It aims learning how impression and effect was created on the young people of the region. In addition, foreign students who coming education purpose are tourist are the same time. For them, it is extremely interesting that getting know a different culture and region. Their experiences are important on behalf of the project.

The observations of living young people this place or around the region play very important role is as native behalf on the city. Seeing aimed that difference between ideas, opinion and impressions of local young people's and foreign young people.

**UNIVERSITY FOR THE CREATIVE ARTS**

**CITY (ROCHESTER) BRANDING QUESTIONNARIE**

1. How Old Are You?
   ( ) 12-22
   ( ) 22-25
   ( ) 26-30
   ( ) 31-
2. Where do you come from?
   ………………………………………………………
3. Why have you chosen Rochester for the university?
   ( ) Because the course is in Rochester Campus.
   ( ) I had information about historic Rochester.
   ( ) Rochester is cheaper and warmer than other places.
   ( ) Other (Please specify)
   …………………………………………………………………………………………………………………………………………………
   ……………………………………………… .
4. Have you visited historic Rochester? (Castle, Cathedral, High Street, Guildhall Museum etc.)
   ( ) Yes
   ( ) No
5. Have you read anything about historic Rochester from a book, an internet, a brochure etc.?
   ( ) Yes
   ( ) No
6. Do the historic buildings reflect the identity of historic Rochester?
   ( ) Yes
   ( ) No
7. What is your impression about the architecture of building in historic Rochester?
   …………………………………………………………………………………………………………………………………………………
   …………………………………………………………………………………………………………………………………………………
   ………………………………………………………………………………………………………………………………………………
8. What is your impression about the lettering on buildings in Rochester's historic High Street? Are they good or not and why?
   …………………………………………………………………………………………………………………………………………………
   …………………………………………………………………………………………………………………………………………………
   …………………………………………………………………………………………………………………………………………………
9. Do you think the historic architecture is protected well? If it is yes or no why?
   ( ) Yes
   …………………………………………………………………………………………………………………………………………………
   ………………………………………………………………………………………………………………………………………………
   .

( ) No

…………………………………………………………………………………………………………………………………………………

…………………………………………………………………………………………………………………………………………………

10. What are the "key feature" of this historic area?
    ( ) it was established in AD 604
    ( ) it represents the oldest architecture in the best way.
    ( ) it attracts many tourists.
    ( ) Other (please specify)

    ………………………………………………………………………………………………………………………………………

    ………………………………………………………………………………………………………………………………………

11. This symbol is Rochester's Symbol. Does it represent the identity of historic Rochester well? And Why?
    ( ) Yes ………………………………………………………………………………………………………………………
    ( ) No ………………………………………………………………………………………………………………………
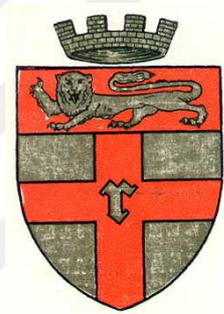


12. If a new visual identity for Rochester were designed, what would you recommend to best represent the region?
    ( ) More Modern style
    ( ) could be designed as the logo above
    ( ) Older and historical logo style
    ( ) Other (please specify)

    ………………………………………………………………………………………………………………………………

## Survey Analysis of Student Group of 12-22 ages

The total applied survey number to student in Fort Pitt Grammar School is 14. Students' ages are in 12-22 range. Most of students are from Chatham, Rochester, Gillingham. There are students from surrounding region among them. These are Rainham, Hempstead, Strood.

In addition, this survey has applied graduate student at university that in same age group. These students are bachelor's degree (BA) students that living different cities of UK, coming for education to this region.

First of all, according to the results of the survey, including coming students from surrounding cities, 100% of these are occupy in Historic Rochester. However 35% of these do not have information about history of Rochester. These students are from Chatham and Gillingham. Surprisingly, even though they are occupied in this region they did not read any source about history of the region.

Second, Also 100% of students consider the historical buildings in Rochester reflect identity of the Rochester. Everyone agrees on this issue. There is nobody who thinks otherwise. Nevertheless, approximately 80% of students have positive impressions about historical architectures. According to them, architectural structures are aesthetic, original, well-preserved and popular. In addition, carved works, the stain glass Windows, when local history explained, they wanted to attract attention. They think Amazing beauty of the architecture of the church and these structures are creating the identity of Rochester. Also, the architectures reflect the era that they were built and they have become identity of the High Street. In contrast, 20% of the students consider historical architectures are complex and old fashioned.

Furthermore, approximately 50% of students think letters on buildings are successful, approximately 20% think they are boring. The remaining 30% is not even notice to these letters. Some students think that the writing styles are gothic and attractive style. At the same time, according to them, these letters reflected the old age, in terms of understanding the importance of the old Rochester effective and strong letter characters are provided.

Moreover, about good maintenance and protection of historic architectural structures there is 50% condition. Some people think the fast food restaurants carry away from identity of Rochester. Some of them think also it looks smash. In contrast, those who think well preserved indicate they visited and travel still good conditions.

Polls throughout majority of students think the oldest architectures represent in best way and they are very interesting for many tourists.

Nevertheless, 76% of them think symbol of Rochester reflect identity of Rochester, the remain says it was successful. Group that thinking successful think it reflect caste and history of Rochester well. The students that thinking failed don't have any idea about meaning of these symbols.

Approximately 35% majority think new Rochester logo should be "more modern style". 25% thinks it could be similar design with existing logo, other 25% selects older and historical logo style. Therefore, the result as seen here majority is in favor of modern style design.

## Survey Analysis of Student Group of 22-25 ages

It applied on international master's students at the University. Students' ages range from 22-25 years of age. The most of students are from India. Whereas those from other countries, Malaysia, Finland, Cyprus, China, Norway, Indonesia and Syria.

First of all, according to the results of the survey, 92% of students were occupied to historic Rochester. However, approximately 30% of these students have not read any source about the history of historic Rochester. 100% of the students are agree that architectural structures reflect identity of Rochester.

Nevertheless most of the students think that just like students in the age group 12-22. That is they have positive impression about the historical architectures. According to them, being historically is quite impressive. It feels and brings the terms of old days. Becoming original, unique and traditional are play important role. Most of the students focused on the importance of the castle and cathedral in the past. In particular, talked about the beauty of stained glass samples.

Moreover 40% of students did not care typographies that located in the High Street. The rest of these in terms of historical and same letter style were found successfully. However, in terms of the shape and suitability of surface of buildings they think there are some gaps.

Nevertheless 92% of the students agree the ideas of historical architectural structures are well protected. They consider that open to tourism, clear and tidy places. Only one student thinks about it otherwise. They indicated some buildings looks like not good from outside.

Polls throughout the students' rate of about 60% think oldest architectures represent with best way this region. This situation has same result as applied in the age group 12-22. The rest of these think cause of attract the many tourist is Charles Dickens and established in 604.

However, approximately 35% was found to symbol of Rochester unsuccessful. This is because, this symbol looks like football team symbol. In contrast, the people that liked symbol is in opinion visuals on the symbol reflect identity of the Rochester.

Moreover unlike the age group 12-22, approximately 70% rate says "Older and historical logo style" is better for the Rochester logo. The remainder is thought to be a logo on a modern style. Here, the majority of foreign students have embraced the reflect Rochester and more historical design style.

As a result of the survey in general, it seems, the people who visit the region as a part of the conscious and aware of the historical development of a part. Some of traveling is unaware of it. In

addition, the important historical sites of the region are well served and beneficial in terms of tourism. Building letters considered successful by some of them, some of these did not notice this image. In addition, majority was found successfully in terms of reflecting identity of Rochester; some of them do not even know what it means.

## Interviews

Another method which i have applied behalf of the project is interviews else from survey.  This interview made with people that living this region and surrounding, has specific information about it and specializing in his field. These are,

- Rochester Visitor Information Center Manager –  Ashley Davis
- Guildhall Museum Assistant Curator – Stephen Nye
- Rochester Cathedral Chaplain Reverend – Denys Gower

**QUESTIONNAIRE (FOR INTERVIEW)**

1. What is your idea about the role of historic Rochester in the history England?

2. Why have you preferred to live in Rochester? What are your reasons?

3. How do historical monuments in this place affect you?

4. Are Historical monuments well protected?

5. What degree do you think the Historic Rochester reflects the identity of the region? Can you give an example?

6. Could you share with us your knowledge about the history of Rochester? (Castle, Cathedral, high street or bridge)

7. What is the effect of Charles Dickens to the region (historic Rochester)?

8. What do you think is the contribution of historic architectural structures in Historic Rochester to the region's identity?

9. Which one of Rochester's architectural structures affects you most?

10. What do you think about the Rochester symbol? Do you think it reflects the identity of the region?

11. A new visual identity for Rochester were designed, what would you recommend to on better represent the region?

12. What do you think about lettering on High Street building? Do you think it sufficiently successful? Or do they cause visual pollution on the architectural structures?

13. In your opinion, does the lettering and signs give a visual identity to the region?

14. In your opinion, how impressed are domestic and foreign tourists with these historical structures they visit.

15. What is the interest to historic Rochester in terms of tourism, do you think? Is it enough? What could be the reason if it is not enough?

16. How does the Cathedral differ from other churches?

17. Which one of the historic architectural structures on the High street reflects the region identity exactly?

## Analysis of Interviews

The museum director indicates that Rochester is one of the oldest settlements in England. Especially He is highlighting that Cathedral is second oldest cathedral in England. Moreover, The Rochester Castle longest Norman castle of England and he spoke about it was the first connection to line of London defence.

Museum Assistant Curator Stephen Nye says Rochester is the first settlement in UK and everyone was diffused from here to England. He spoke about Rochester has important task that highway on London, Dover and Canterbury line. In addition, army, King and Queen visited to Rochester throughout the history. It has been the scene of political and social events innumerably. Many character who known in history has been stay in this region. One of these is King John (1215) came to Rochester castle and visited the region.

Cathedral Chaplain Denys Gower says something close to these answers. Furthermore, he says River Medway has veri significant position in the past.

Causes of preferring to live in Rochester are historical, snug and nice atmosphere of this place.

Historical artifacts supply establishment of new business via come here many tourists. For example, hotels, restaurants, tourism industry.

All of them have positive opinion for protection of historical monuments. They think Historical monuments are well preserved. Also Museum Curator Stephen Nye think favorable. However in his idea this condition may be more improved. But, he indicates that it requires a very time and cost.

It represents the identity of the region. Region leads to wide history of city of the Kent. There are many castles and two Cathedral that reflecting region identity. It is the one of the visited points by people in Gillingham, Chatham, Strood. When looking whole Rochester work of art architectures are found. Also, skyline of the cathedral spire kept by castle square. People accept it as the identity of Rochester.

It has unique, pretty stores and shops. Additionally the region has a small but very rich in values.

The most effective one is the Cathedral for he Ashley Davis. These important structures are close to each other and usually formed a whole. First is as Castle ahead for the Stephen Nye. Because the castle has been home to many important people in history. One of them is Kings John. Cathedral is the second important structure for Chaplain Gower.

Davis indicates about symbol of the Rochester that particular colors used for the Rochester's flag. In addition, it is similar design to Normandy flag. He tells this symbol represents city of Medway and its history. Also Museum Assistant Curator's opinion, logo of the Medway Council more represents Rochester and Medway town. He says that design of Cathedral Chaplain Reverend is quite clear and understandable.

All of them recommend castle and cathedral for a new visual design. Additionally, It may be symbolizing of religion image.

About the typographies in High Street, Davis spoke hand writing used for this and it affects other designs. However, some businesses and shops did not follow this system. However, drawing technique is plays quite important role. Such images, ancient and reflecting the historical works. Stephen Nye gives as example "George Vaults".

Rochester Visitor Information Center Manager Ashley Davis says that 3500 tourist came to region in last year. In addition, he indicates general of the Medway town income from tourism is £2.740 million. Employers of tourism industry approximately 600 people have supply part time jobs.

Nevertheless many tourists are affected from this region. Rather, French, Italian, Spanish, Japanese, Australian, South African and American tourists will visit. According to tourists, there is a very important place for the region's history. And it still have not lost natural conditions attract to

interest of them. Also placing on the major highway (London-Canterbury) makes a lot of domestic tourists to visit here.

The difference with other churches and Rochester cathedral is built in 604. The first cathedral of England that Canterbury cathedral, Rochester cathedral was built after 6 years. Also King of Kent his wife has become Christian here. Nevertheless another difference of cathedral is very large. It is not an ordinary cathedral. It altered throughout the history, belonging to11th and 15th century architecture has jumble.

In high street, Rochester Bridge and Castle affected Museum Assistant Curator Stephen Nye at most. Because the Rochester Bridge is the first existing architecture when the city established. According to Nye, the castle is power and controls everything.

Rochester Visitor Information Center Manager Ashley Davis says Rochester castle just like Stephen Nye. In addition, Medway River and Cathedral. He thinks these three architectures reflect the identity of Rochester.

# Chapter Four

## Case Study: Chatham

The original values of the city provide to represent the identity of the city to outside world. The original identity of Rochester is its history and architectures. As is known, Rochester and Chatham is quite closer and different city of the Medway. However, despite so close to Chatham and Rochester, they are quite different from each other. Rochester's historic identity is at the foreground. Chatham has also more different identity. Chatham and Rochester have similar and different features.

Firstly, as well as there is historical sites Rochester, Chatham also has some of the places have existed at the time. The most important one is Dockyard. This is the most important Historical monument of the Chatham and has played an important role in history.

"It long remained a small village on the banks of the river, but by the 16th century was being used to harbor warships, because of its strategic location facing the Continent. It was established as a Royal Dockyard by Elizabeth I in 1568. Initially a refitting base, it became a shipbuilding yard; from then until the late 19th century, further expansion of the yard took place. In its time, many thousands of men were employed at the dockyard, and many hundreds of vessels were launched there, including HMS Victory which was built there in the 1760s. After World War I many submarines were also built in Chatham Dockyard."

(http://en.wikipedia.org/wiki/Chatham,_Kent)

"In 1862 work started on reclaiming the marshy waste of St. Mary's Island, and building was performed by convicts, who were housed in a prison on the site of the naval barracks. The work was completed in 1886. This gave the Dockyard a river frontage of three miles and a total area of 500 acress. During World War II, Chatham Dockyard handled 1,360 ships for repair, refit, modernization and conversion. 1,369 air raid alerts were sounded, and 92high-explosive bombs and numerous incendiary bombs fell in the Dockyard area, killing 15 people and wounding 107. Chatham was one of the first dockyards to build submarines. 57 submarines have been built here including three recently for the Royal Canadian Navy." (Prosser, 1968)
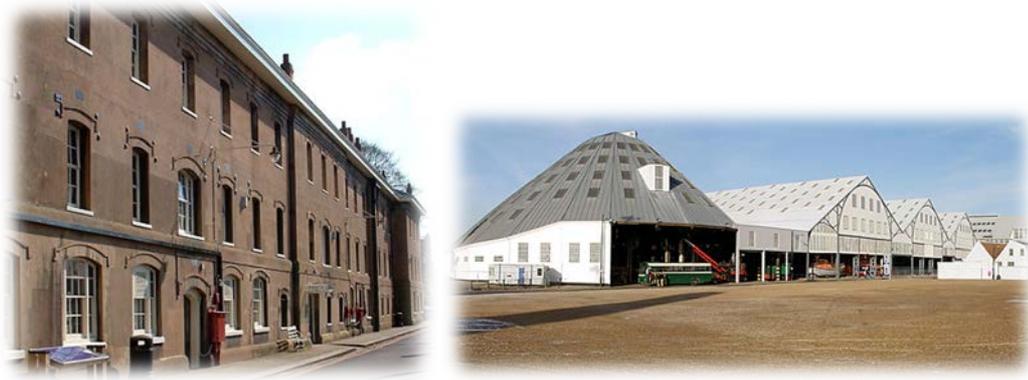
Fig. 35: Views from Dockyard in Chatham, April 2011, Photograph: Tugba Renkci

It is one of the most contributes to branding of the city. Local and foreign tourists come to see here and Dockyard Museum. Dockyard, offers design of the a thousand kinds with different sized models. Therefore, it contributes to the status of the branding of the Dockyard city.

## Architecture Structure in Chatham

"The foundation stone for the Town Hall was laid in February 1898 by Princess Christian and the building was opened by Lord Roseberry in January, 1900. " (Pedler, 1998:78)

Town Hall was designed by George Bond. £ 20,000 was paid. In addition, the building was built in Bath and Portland stones. Carving technique was used. Four sculptures are located in the roof of the building. These sculptures represent, justice, Britannia, agriculture and the Music. There is Victorian-style architecture that complements the architecture and sculpture. Also it is important structure that representing the Chatham.



Fig. 36: Chatham Town Hall, April 2011, Photograph: Tugba Renkci

The difference of this structure from Rochester is resembles Victorian and Roman style architecturally. In addition, While Many architectures located in Rochester are small and original; structure of the Town Hall is similar to Roman style architectures in Bath. Town Hall is a large and magnificent work of art. Also architectures in Rochester are existing before the 1890s. Therefore, they represent the architecture its own existing period. Town Hall was built in the after Renaissance and Baroque stream. Therefore, this structure is effect and reflection of the period.

However, example in Fig. 37 left sample was built in 1860. It is magnificent building with large oval window writings and reliefs. White stone and bricks were used together. We see the effect of its existing period.  In fig. 37 left building was built in 1900. The used materials are usually same (brick and white stone), but the architectural designs becomes more simple. Embossing and engraving techniques being used less. Over time, the architectural styles have been changed.



Fig. 37: Some of buildings in 19th century in Chatham, April 2011, Photograph: Tugba Renkci

In contrast, the brick stone or white stone was used in Chatham. The exterior facade of most of the buildings that used brick is painted to white. This buildings contain 1,2 or 3 floors. Window designs of this kind of buildings are similar. There are no roofs. There is no generally pattern or detail on building facade. In general, inside the each other and were designed very simple. Surprisingly, even though Chatham and Rochester are so close, this building design style not found often.

Fig. 38: Some of similar buildings in Chatham, April 2011, Photograph: Tugba Renkci

As shown above, Chatham has a different building designs style. Addition to these buildings, modern structuring is seen in Chatham. In particular, this situation is quite widespread in the city center. There is no too large and modern architectures in history, in present structures build in this direction. Thus, original identity of city will not spoil, wholeness provided. For example, the visitor center building. Oval and large style window structures, carving top of the window and its columns are reflection of the contemporary history of architecture.



Fig. 39: International Visitor Center building, Rochester, March 2011, Photograph: Tugba Renkci

However, situation of Chatham is a little different from. Different types of structures can be seen together. However, brick and white stones material used in making these buildings. It is high and it has many floors generally. Styles of the window are wide.

Most importantly, there is Chatham a modern the construction (See Fig. 38 and 40). In this state shows the city's identity is not connected in a single architectural style. However, a disadvantage of this situation it may interfere with the formation of the original architecture. We can see that similar existing architectures here in other cities. This situation is negative factor in terms of the originality and uniqueness of city's identity. In general, it does not form completeness among the architectures of city.



Fig. 40: Examples of Modern Structuring in Chatham, April 2011, Photograph: Tugba Renkci

## Sign Board Design and Typography in Chatham

Typography and exterior signage designs differ from such as architecture. It is extremely different from Rochester examples. We can see that the historical identity of the Rochester in signage designs (see Fig. 41). In Rochester, Roman Handwriting and brush technique are preferred. These works look like oil painting style of the picture.

In particular figure, there is usage of the old elements in technical design. For example, portrait of King, soldiers and knights, etc. The use of figure in the design suggests the past. However, the

Romans that building High Street affected to typography fonts. Most of writing styles are Roman handwriting. Such a situation creates a whole and represents the city's overall identity.



Fig. 41: General view of the Painting Board Design in Rochester, March 2011, Photograph: Tugba Renkci

In contrast, Chatham has more modern visuals. Rather there is vibrant colored modern style letters and simple designs on the white plaque. These are digital printing, 3D letters used, designed as 2D signs.(see Fig.42) Brush technique and similar old techniques not found.



Fig. 42: General view of the Modern Board Design in Chatham, April 2011, Photograph: Tugba Renkci

However, we can see carving and embossing techniques are used on the surface of some the historic building. Some elements that creating general characteristic of the city may affect each other (see Fig.43). In 18th and 19th century, process of the construction, according to that time condition, architectural typographies designed along the construction of the building facade. Relief and carving techniques are used in facade of the building and was also used to typographies.

Fig. 43: General view of the Carving and Embossing Techniques Design in Chatham, April 2011, Photograph: Tugba Renkci

But general of the examples are in Chatham as shown in figure 42. There are store of well-known and famous brands and large shopping centers in the center of the Chatham. This state also affected the design of signage in the city. A more modern sign designs are available which are preferred by institutions and organizations

## Chavs & Racism in Chatham

Firstly, in popular culture, the most interesting feature of the Chatham is the tattoo. In tattoo area, it has become quite advanced and has made a name. The native people of the region have tattoo and pricing we can see. Younger age group would prefer more.

However, among young people who living in this region, a different flow of the "Chavs" current widespread. This flow is quite widespread among the youth of native teenager in this region. The young people that in this flow are more rebellious and they are in aggressive nature.

"A chav is a stereotype of certain people in the United Kingdom. Also known as a charver in Yorkshire and North East England "chavs" are said to be aggressive teenagers, of working class background, who repeatedly engage in anti-social behavior such as street drinking, drug abuse and rowdiness, or other forms of juvenile delinquency."

"The Oxford University Press has said that the word is "generally thought to come from Chatham girls" and Michael Quinion says that that is "where the term is best known and probably originated"

(http://en.wikipedia.org/wiki/Chav)

However, in the region may be racist incidents. This state gives rise to reflection of regional identity as badly in society. For example, an event that occurred in Chatham in 2007 has found a wide echo

in the media and the press. A Slovak woman has attacked to 10-year-old British boy. Within the same week, two British girls attacked to a Slovak man. Then police handle this events and wide investigation was started. In addition a British mother claimed that two Slovak children assault her child. In addition, a Slovak father claimed that British parents teach their children racism. Police indicate 13 racist incidents occurred within six months.

The following link has details for this news.

(http://www.dailymail.co.uk/news/article-483974/Boy-attacked-Slovakian-woman-face-racism-charge.html)

Such a situation is inevitable harm to the city's identity. One of the most important values of a city's crime rate is low, livable and secure. Existing good or bad conditions in the city will affect city's identity and represents the city in the international arena in this aspect. However, this kind of bad events decrease the status of the city. Rochester is extremely safe in this respect. Crime rate is very low. It has a calm and peaceful environment. Therefore, it managed to be beaten track of local and foreign tourists.

Here, it is seems that deference of identity of two cities which are so close to each other. They are in same region, but appear with different identity. For example construction, visual communication, popular culture, etc.

# Chapter Five

# Research Objective

As is known, Rochester is one of the oldest settlements in the UK. The historic value of Rochester to the present is significant. As mentioned previously, Rochester has a feature that makes it different from other places. This feature is, although it is a small city, it has a very deep history.

The City of Rochester Society, (1999, p.1) states that "Rochester is but a little city, but very older, as can be seen by the walls thereof, which are even now falling into decay."

During the research process, architectural structures of Rochester were considered in different ways. Architecture was studied in relation to tourism, tourism industry, economics, art or architecture. Some similar and different historic features are compared with each other. Each one has built in a different century, their history has been researched and architectural structures analyzed. In addition, these structures are used for a specific purpose at the time. The most popular historic buildings in the city were chosen for this research. These are Rochester's cathedral and castle, the Guildhall Museum, Chertsey Gate, Mr, Tope's House, Eastgate Houses, Watts' Charity...

First of all, these buildings are among the most important architectures in Rochester. They represent architectural style of previous ages. These architectures create the identity of the city. These buildings are also the most preferred places to see by tourists. Some of them are used as museums. Some of buildings constitute small Dutch style gable and are very pretty. Moreover, there are Victorian style imposing buildings which were built between 1700-1850 years. In contrast to this, and belonging to the past 100 years; are some houses made of stone with red and yellow brick. Therefore these small city-owned buildings are the best evidence of richness and difference in the city's architectural art.

Secondly, the famous author Charles Dickens lived here, and it is a privilege for the region, especially as in some works of Dickens, passing events, and the old architecture in this area has raised the status of the region's branding. There is no doubt that Dickens contributed much to the promotion of Rochester.

Apart from these, there is a symbol of Rochester. This symbol is the oldest and most well-known symbol of Rochester. This symbol has been used almost everywhere on the streets of Rochester instead of Medway Council's logo. For example, street names on the, and plaques that show historical sites. It can be seen even on the garbage containers.

In addition, the meaning of this symbol, colors and shapes were investigated. The use of red and yellow tones in this symbol also has been chosen in the design for new emblem. At the design stage of new emblem, the format of this symbol, elements and colors were used. For example, to see the effect of arming, blazonry was drawn as sketch like symbol in new emblem design. Research has been done visually.

Rochester signs, designs and uses of the letterform were investigated. The city's ancient identity is reflected in the letters of the signage. Often Black letter or Gothic, Roman letters and manuscripts are used. The style of the Black letter or Gothic is reflected in the symbol of Rochester. These types of letters for the design of the new emblem were also used in the project. In addition, the brush technique is used in most signs in the city. Other signs are under the influence of oil painting. Soldiers, kings and female figures were used which reflect the history of Rochester. All these show that the historical essence of the identity of Rochester influenced also its different art.

Rochester's largest source of income is tourism. Pedler, A. (1998, p. 5) states that "Considerable regeneration of the area has taken place recently, especially in the dockyard and in Rochester High Street, reflecting the move towards trade being centred around tourism, light engineering and service industries catering to the needs of a population of 150,000."

In an interview with Rochester Visitor Information Center Manager Ashley Davis, important information was gained on this issue. Last year, 3500 tourists have come to the region. In addition, the income from one year is £ 2,740 million for the entire town of Medway. The tourism industry supply part-time jobs over about 600 people. Also the placing of Rochester on the main road to London is quickening the tourism. This data for such a small city demonstrates very good figures for tourism.

In addition, Rochester Castle and Cathedral always manage to attract the attention of people with the magnificent and powerful structure. Opening the castle garden to festivals and concerts is another factor that has positive influence on tourism.

However, tourism activities in the region have opened a new working area. This is very important for the socialization of the city. With this evolving situation new tourism business opportunities arise. Therefore, the tourism status of the region has increased, and this is shown in the required care to protect historic sites.

Rochester is very important place geographically. To be close to London has increased the status of the city. At the end of 19th and beginning of the 20th century, the industry's development and competition between railway companies in the region has increased the importance of Rochester.

From past to present in the Southeast, is used as the main road thanks to its proximity to London. Thus, rail, air and sea transport has developed very early years (1856-1933). In addition, Rochester is very close to the other Medway towns. In particular, Chatham, Strood and Gillingham. It is a center of all. These cities have been there many years ago. However Rochester is first and oldest of them. While Rochester is ancient and tourism city, Gilligham was developed to trade and street marketing. Chatham was branded with the Dockyard. Rochester also attempts to achieve the status of the city to develop and to increase the impact. This effort has increased in the past year.

All of this information and more, the identity of Rochester has provided a clearer understanding. Visual and literature research, observational visits, surveys, interviews and investigations have revealed that the city has an "ancient" identity. Thanks to Rochester-owned properties in the process of branding, this city has an unusual identity. In light of all this information, a new emblem and corporate identity that are suitable for the city has been designed.

# Chapter Six

## Process of the Emblem

Many sketch studies were made to find the best emblem to represent the identity of Rochester. Modern and old-style logo and emblem designs, different types of visual illustrations, and research have been done. These visual surveys helped to develop the design of the new emblem.

First of all, all of these drawings are a hand-drawn on the sketchbook. Therefore, the processes of establishing tens of different experimental drawings were made of the emblem.

The following drawings are first drawings designed for new emblem. Here, "r" letter is based on. As shown in the first drawing, "r" is the Roman letter and its folds were a little deformed. The left side of the design, tried to provide an effect that reflects blazonry. In addition, 3 main colors are used in the body of the letter r to give the graphical effect. In this way was made trial and error. A simple crown of a king was used above the letter "r". However, then the meaning of humor for this pattern of use of the crown it is not be appropriate. Such a design might be appropriate for Rochester festivals. In the second illustration, a more modern and graphical design have been tried. An ancient Roman letters nested, and the non-fixed graphical shapes are deformed. In addition, these figures were considered as the old stones. However, such a logo design reminds of an institution for the city's identity, rather than the intended logo and emblem was not appropriate.
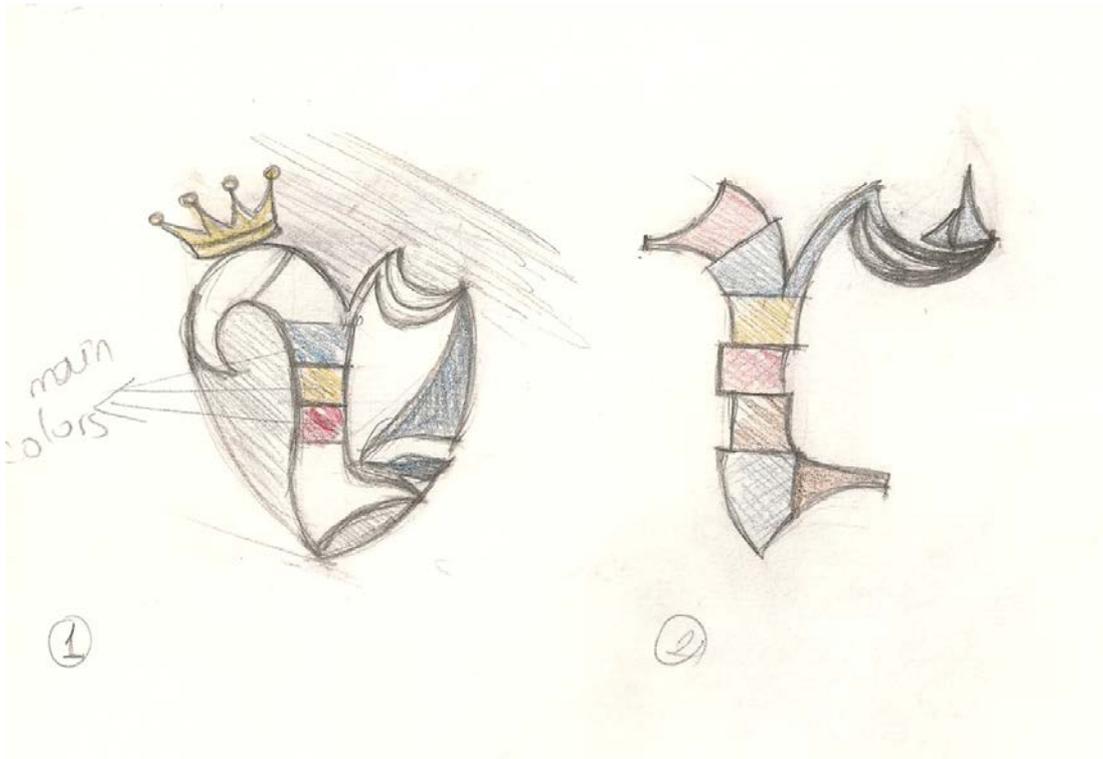
Figure 44: Tugba Renkci, Sketches 1 and 2, 2011



Figure 45: Tugba Renkci, Sketches 5 and 6, 2011

The diagram above is drawn to design of the next stages. In this illustration, it was asked to see the historical emphasis on the design effect. In Study number 6, 2 simple motifs were used firstly. Effects of motif designs are developed in a later stage. Also here, crown design was a little more was developed. Following 4-similar to the triangular shape were used to represent the Rochester castle towers. This study was supported by a magnificent crown motifs used together with the r letter laid the groundwork for creating a logo. On the basis of this design, different and more effective study the historical emblem is created. So after this design, the old and historic emblem design was focused on.
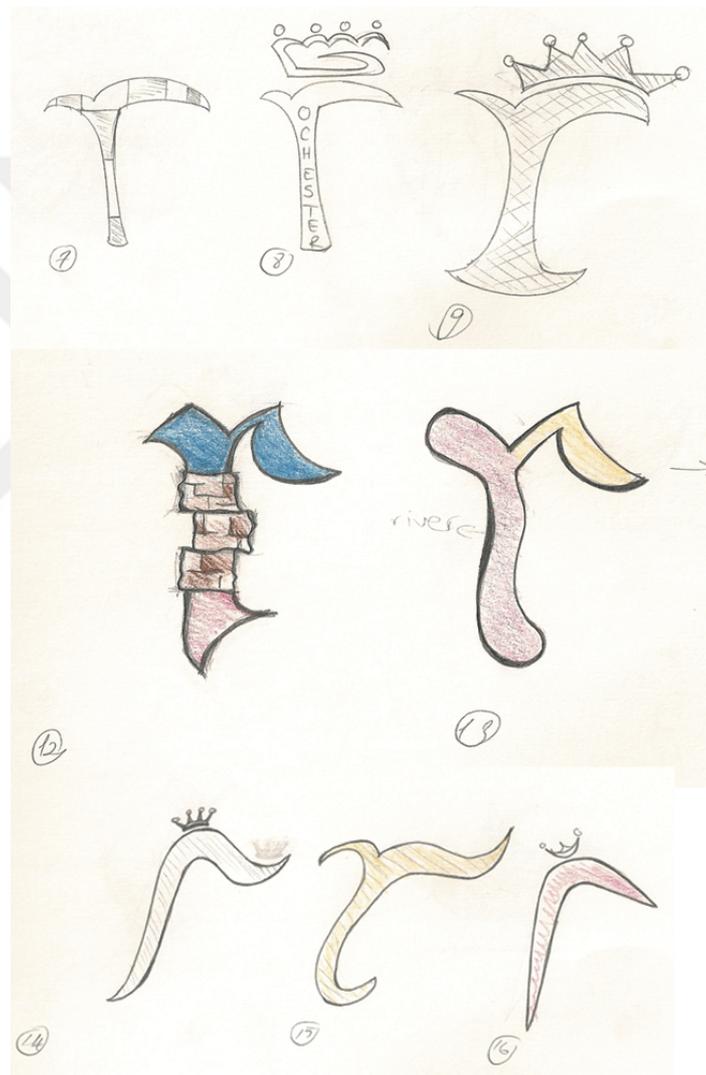


Figure 46: Tugba Renkci, Modern sketches 7,8,9,12,13,14,15,16, 2011

However, modern styles of Rochester to see the different effect of a logo, were made. The following studies tested different styles of modern and simple typography. In addition, some (9, 13,14,15,16), the small letter r has been deformed. Again, deformed different models have been used with a simple crown. As with the first design (see figure 1) crowns used as same way. However, the designs

of this style were found to be inadequate in reflecting the identity of the city of Rochester. The modern, stylish logo or emblem does not coincide with the existing values of Rochester. Therefore, the logo of identity of an ancient city, should be created the oldest and historically designed a visual. Thanks to these studies was understood that modern and simple logo is not suitable for Rochester. The next designs mainly focused on a historical emblem.



Figure 47: Tugba Renkci, Historic sketches 23, 2011

The above sketch is a historical emblem that was designed after the modern logos. In this sketch, motifs were used as heavily. The crown, the detail has been entered for the first time. Using crown with "r" letter, tried to be balanced with integrity. First, this sketch is given in the figure of a lion to represent the king and the castle. This study is a major step in the development of the historical design of the emblem. These design sketches, the next crown motif, Roman style "r" letters are used much more intense and glorious. The nice element in this sketch is provided reflecting more historical identity. It is large and developmental step that to reach the main emblem of the project and have been taken. The bad element of this design is that the motifs are far too messy and aesthetic. Furthermore, this study design is reminiscent of heraldry rather than an emblem.
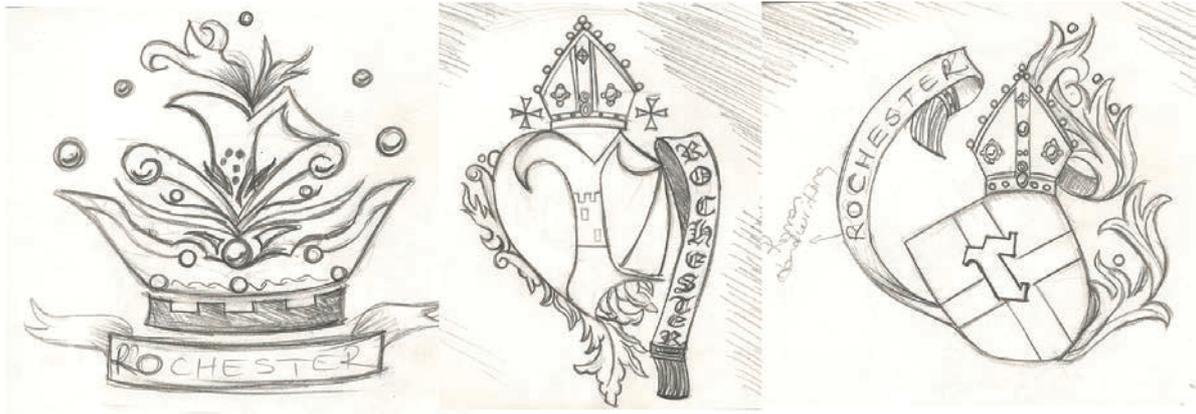
Figure 48: Tugba Renkci, Historic emblem sketches 26,27,28, 2011

The above sketches are the last stage drawings before reaching the main emblem.

In design number 26 (left), the crown is the main element. It was supported with motifs. Letter "r" used the in the middle. However, it does not have a clear image. In this design, although the overall integrity of a judge, it has a complex structure. Motifs are in the foreground. It was inadequate to reflect the identity of Rochester. Therefore, this design is not preferred.

In study number 27 (middle), the elements used that symbolizing the castle of Rochester, power, cathedral and religion. In addition, the effect of arms was asked to be given. "R" letter has been deformed and it is the hearth the design. However, in the use of this design element has been confusion. The design is difficult to understand. It is far from the aesthetic integrity. Visual balance could not be achieved.

The work numbered 28 is closer to the intended design. Indecision occurred in this study and selected logo design. However, this study has not been preferred. Because it is impact Historic blazonry rather than an emblem. It is close to the desired conceived emblem of Rochester. Together usage of motifs, arms and crown wipe out aesthetic concerns. In general, it provides integrity and stability. As well as the design details and a crown motif, there is simplicity in the design of the symbol.
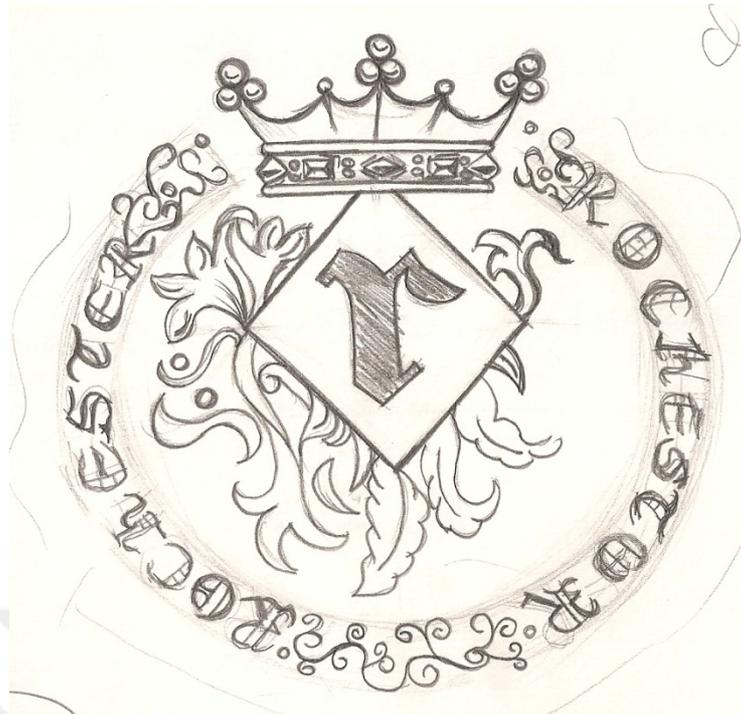
Figure 49: Tugba Renkci, Historic main emblem sketches 29, 2011

The study that number 29 forms the first basis of emblem. Plot of the first sketches of the emblem was designed for the city of Rochester. After the design of 18 different sketches, this design was created as a final step.

The difference of this study from others is usage of Rochester's identity reflecting in the best way. Each visual element that represents Rochester are together. Also integrity was provided thanks to circular effect that covering design general. The roman style "R" letter that used in ancient symbol of Rochester is used here as well. The crown is on top and is oval. This is the symbol of the king and the army's central authority in the past. Motifs are important decorations used in the blazonry art. These motifs were used to enhance the impact of design history.  In addition, the design center square and on the letter "r" was designed leaner than these details and ornamentation. Thus, the balance of composition is provided.

This design is the next stage of the computer work and much more developed. It was transformed into a visual identity of Rochester to reflect the most aesthetically. Also, the color selections, were designed while working in the computer environment. The research has been done on Different color tests.

Critical element of this design is the wrong use of the writings of Rochester. In addition, the wrong style of typography is preferred. It is difficult to read. They do not follow the eye level. They cause confusion because intertwined motifs. Such errors are corrected when working in the computer

environment. The use and style of motifs and texts were changed. In other words, the oval part of the design is designed different from the beginning.

# Chapter Seven

## Methodology of the Emblem

The next stage is transfer of work number 29 to the computer environment and plotting. Firstly, the sketch number 29 has been scanned. There will not be drawing on the sketch. However, it was designed to see the proportion of sketching in general each other that drawing and sketching in this program.

Adobe Illustrator CS5 was used to draw the emblem. This program was preferred because it is most popular vectorial program. Using Freehand and Corel was desired but there are not exist in university computer. In addition, the ability to use Adobe Illustrator CS5 program was developed through this project.

Firstly, the emblem drawing was started from scratch with the outer motifs. Heraldry samples were examined in the book "The Art of Heradry". The most appropriate motif for the emblem designs was investigated. And as a result, 454 motifs were selected in page 195 "Exlibris of Lars Jacob Wrede af Elima". This motif that thin, simple and away from complexity was most appropriate example of edge design.
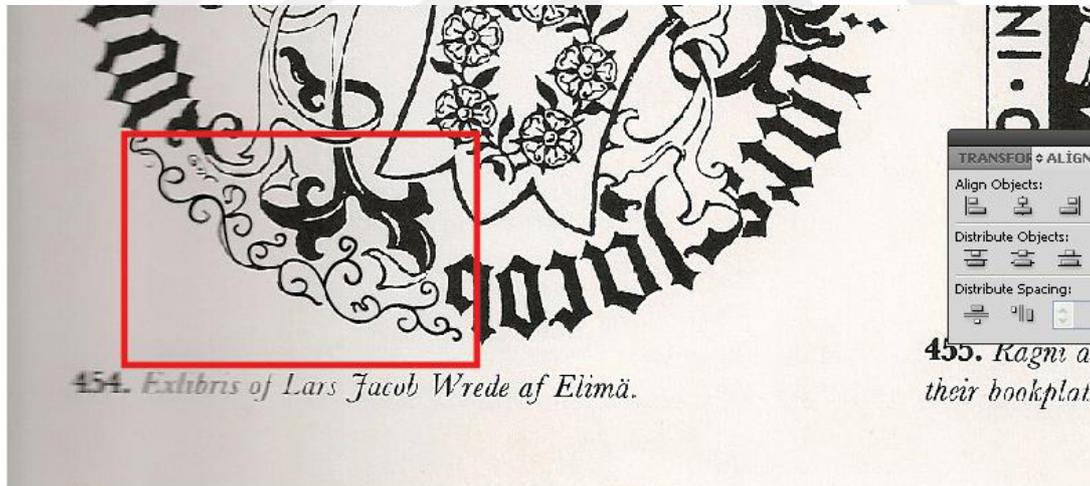


Figure 50: The example of "454. Exlibris of Lars Jacob Wrede af Elima" and motif design, Photograph: Tugba Renkci

The following screen is a frame that recorded while drawing general lines of motifs. Here, sharp and curved lines of motif are made more aesthetic after drawing outline. The whole motif drawn is with the "Pen Tool". Motif breakage and disorder during drawing has been fixed with "Direct Selection Tool".
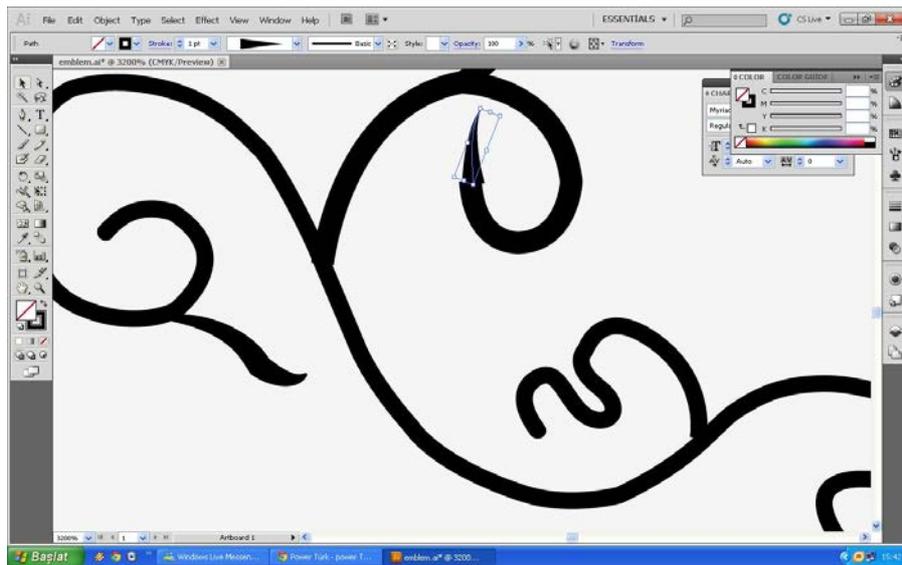
Figure 50: Tugba Renkci, Drawing of the motif, 2011
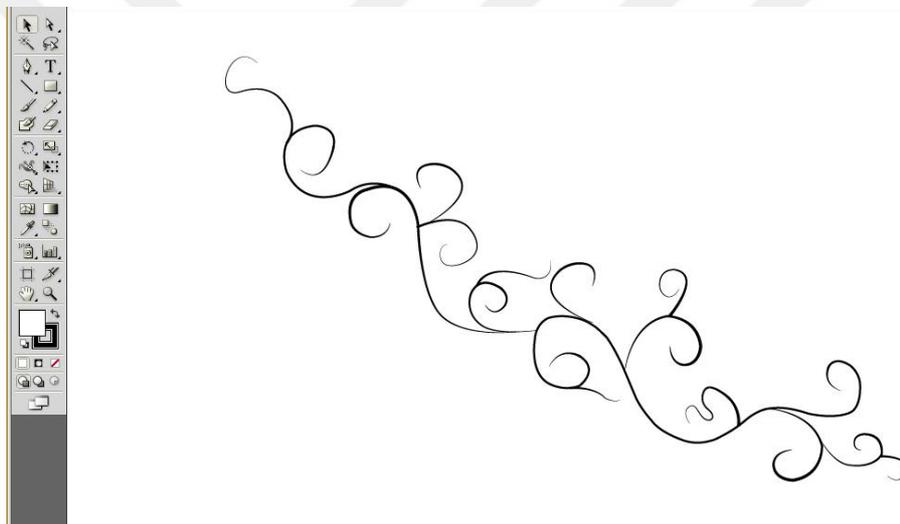


Figure 51: Tugba Renkci, The last version of motif, 2011

This motif is the latest design drawing in Figure 8. Motif is in the book illustration thicker and monotonous. However, l designed carefully the thick and thin curves. Stayed out of A more detailed and extravagant design. Thus, a simple and aesthetic phenomenon of the emblem has been increased.

The next stage is plotting other plant designs in the middle of the emblem after drawing the motif. The designs are owned by the designer.

All of these drawings are drawn with "pen tool". It was drawn over the scanned sketching. Thinness or thickness effect was not used for folds of these illustrations. All are sized to the same. Thinner and thicker lines are used to increase ovality impact, in only middle lines of the leaves. Generally the size of the drawings thick is 0, 25 font.
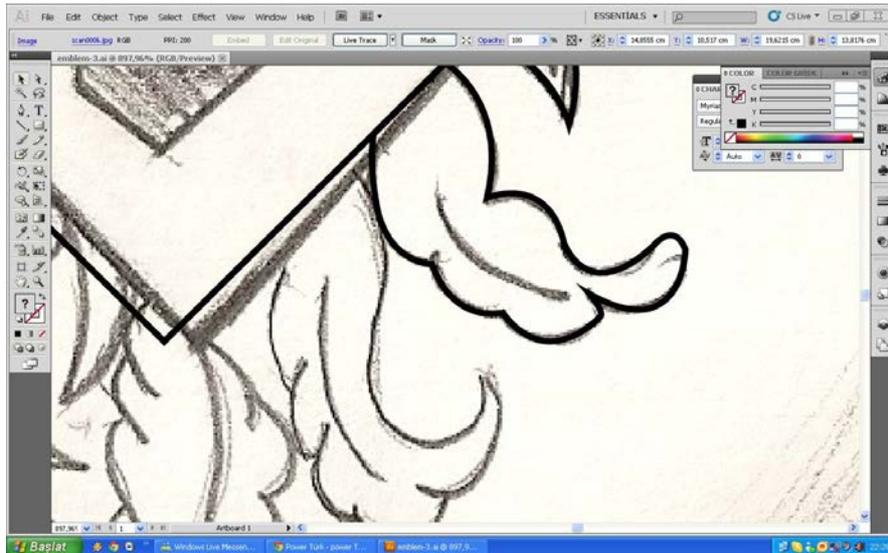
Figure 52: Tugba Renkci, Drawing of the leaf design, 2011

The next stages of this drawing are color tests. Different shades of color have been tested (figure 10-11). Experiments in Figure 10-11 are Gradient cool color tones. Green tones are used in weight. The first green tint in Figure 10 is very much alive. Close to the intended color. But more of a dull green was preferred. Thus figure 11 lower left one is best suited for the emblem. In addition, there is an incompatibility as color with the upper red and yellow shapes.



Figure 53: Tugba Renkci, Experiments of different colors on the leaf design, 2011
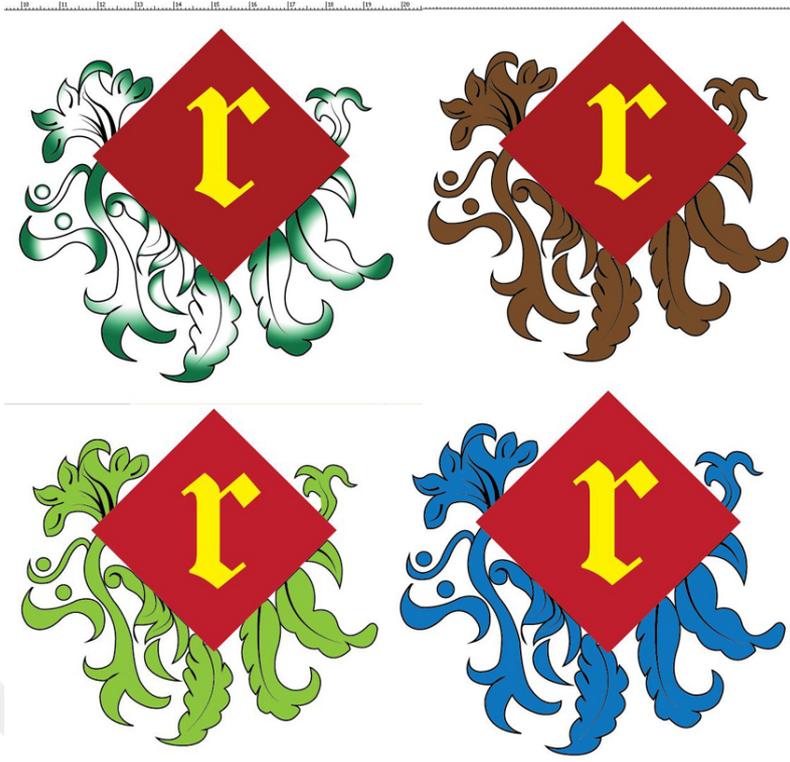
Figure 54: Tugba Renkci, Experiments of different colors on the leaf design, 2011

Gradient colors are not suitable for the design of this motif, because this color effect is very bright and vivid and it causes the design to seem complex. Blue and brown tones incompatible with the upper red and yellow so integrity does not provided. In addition, these studies make away from leaf influence.

The next stage of drawing emblem is plotting of the crown.

First of all, the books of heraldry the most appropriate model was investigated for the crown emblem. And, finally, the following model was chosen. This model is away from complexity. Most appropriate example of the design of the considered crown. There is also a magnificent effect. It is neither very simple nor ornamented.

It was drawn with "Pen tool" over the scanned image (See Figure 12). There are some tricky details in the design of the crown sections and curves (see Figure 13). These folds are difficult to draw accurately. For this reason, detail of this style is drawn separately. And it has been added to General drawing of the crown.
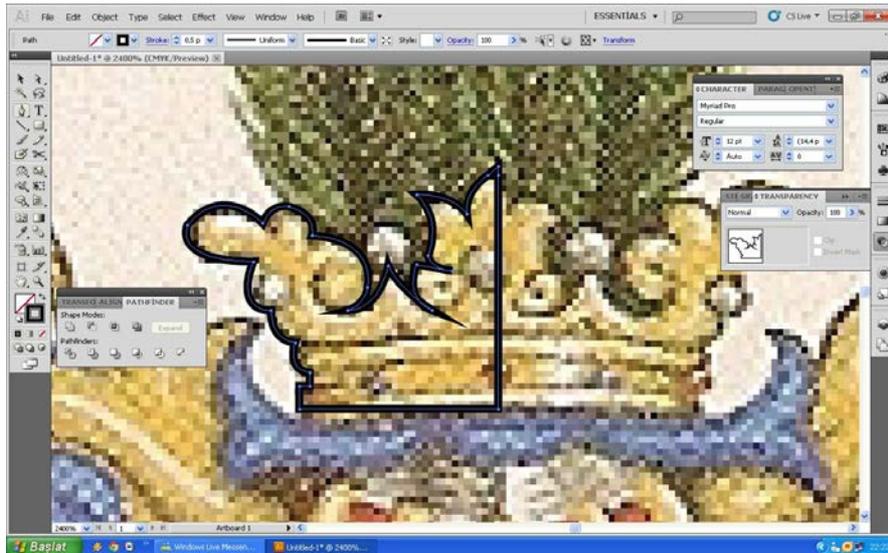
Figure 55: Drawing of the crown, Photograph: Tugba Renkci
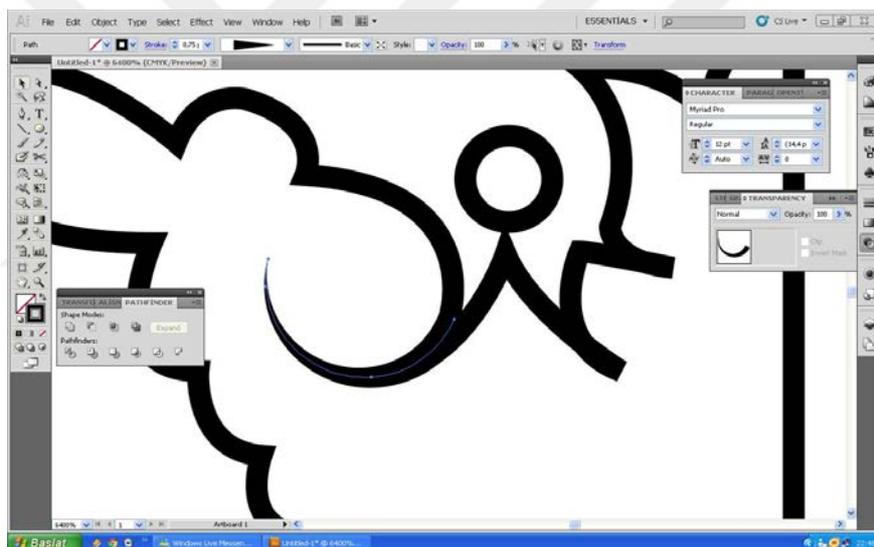


Figure 56: Drawing of the some details on the crown, Photograph: Tugba Renkci

Drawing on the left of the crown has been completed following the general technical drawing. And it is first color testing. Drawing on the right is designed with other elements version in next stage. Inner and outer contour lines are painted white. White line effect is suitable to the design. However, a used stone that is a gradient style has not given the desired effect. Here, the gradient effect is not very good. Clear bright yellow effect on white field has prevented it clearly appear. So a darker yellow is preferred.
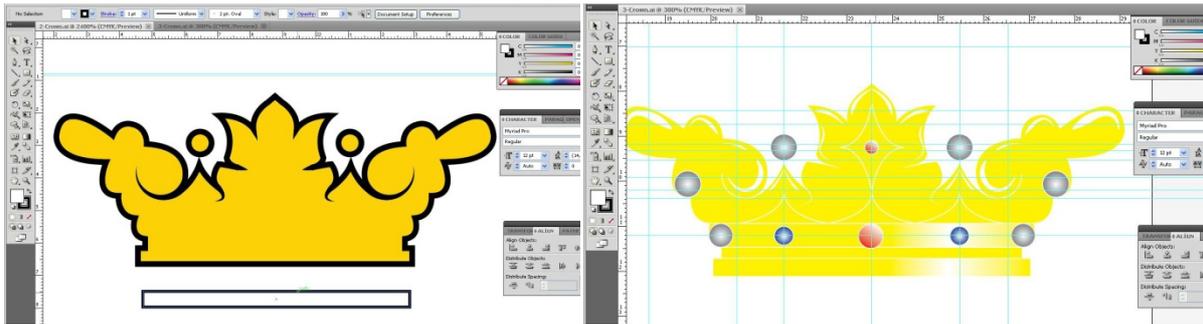
Figure 57: Tugba Renkci, Improvement of the crown, 2011

The final version of the crown until the following stage is used with other elements. However, stones in the crown are very irritating to the eye. Gradient effective use of colors is a disadvantage. In addition, stones are used very frequently.  This caused a worse, scattered effect.  Therefore, the use of stones in the crown is 3 units.
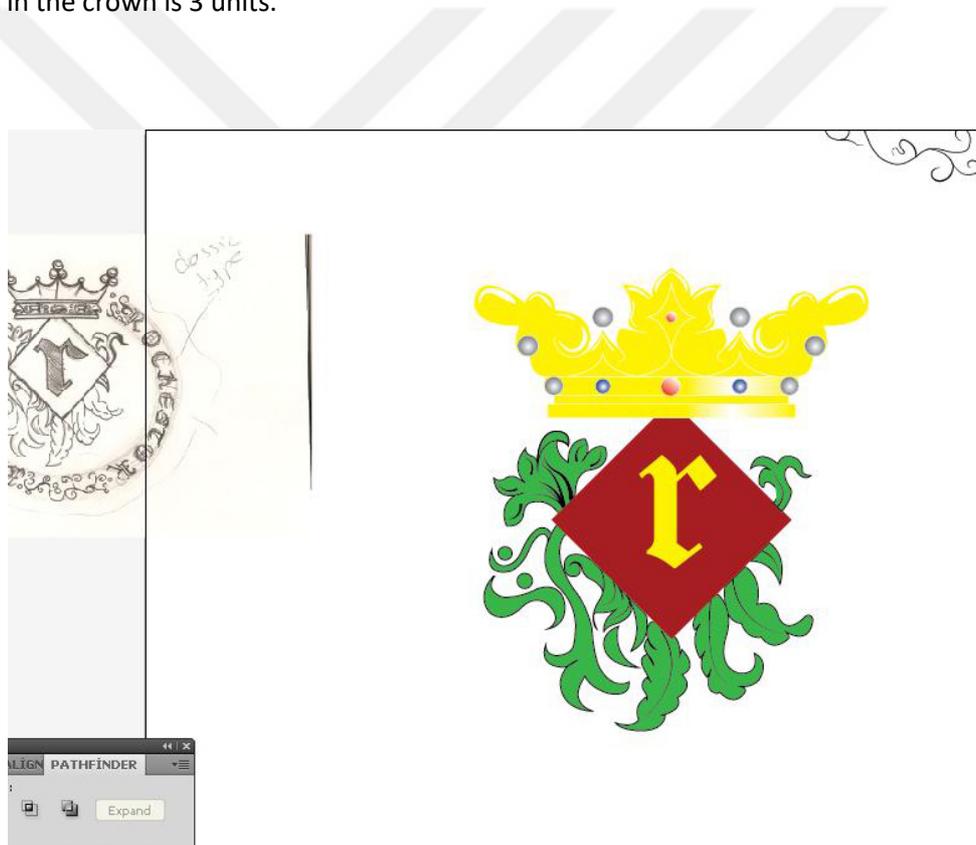


Figure 58: Tugba Renkci, Firstly usage of the crown with other elements, 2011

After a break to study the crown, "Rochester," Typography was added to see the integrity of the design in general. This is first usage of Rochester typography and typography style. Next stage different typography has been tried.
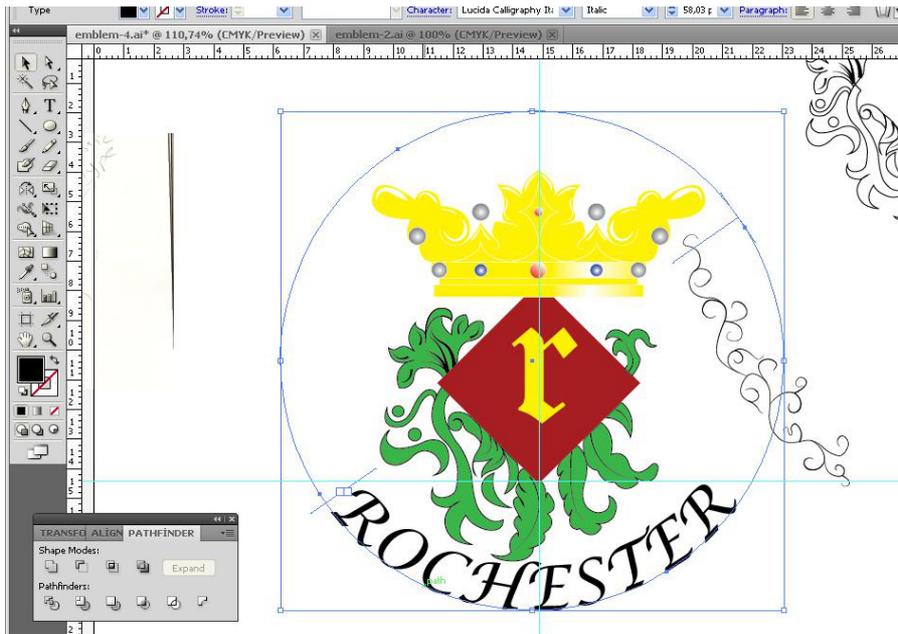
Figure 59: Adding of Rochester's typography, Photograph: Tugba Renkci

First, the Crown stones were made that the smaller size. And only 3 stones were used. However different motif designs were located in the center of the crown. Combinations of different shades of yellow are used. But the stones are very small. The motifs on shades of yellow which are not appear clearly. For this reason, color and shape research was continued.
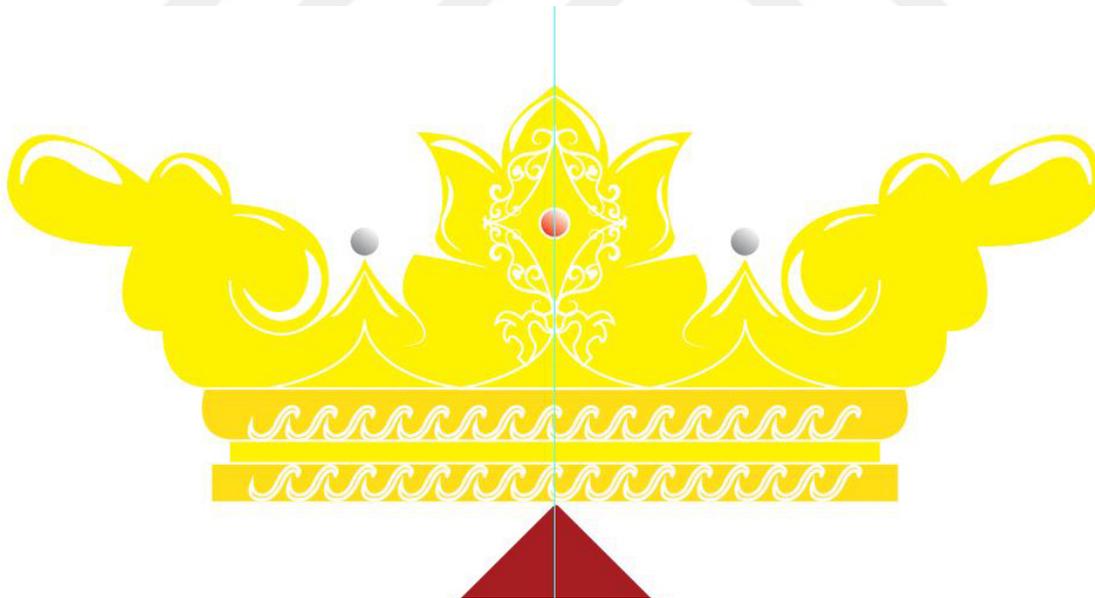


Figure 60: Tugba Renkci, Experiment of the crown, 2011

The following is the latest design of the crown. Eventually the desired colors were reached. Changes in the color and size of the stones in the crown provided more prominent and clear sense to the crown. Using close to orange dark yellow on the white ground provides shape-ground compliance. Also motifs are more emerged.
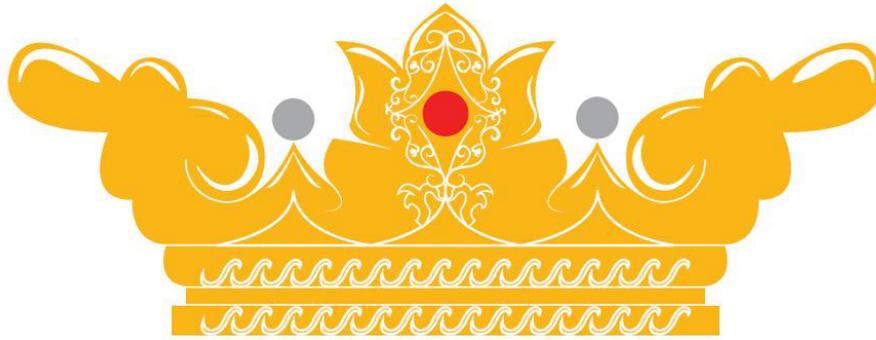
Figure 61: Tugba Renkci, The last version of the crown, 2011

The next step is the arrangement Rochester typography. Many different styles of typography have been tried. As shown in the examples below, many different experiments were made on the crown color, typography and other elements. Choice of typography is most critical for the emblem. For this design, Times New Roman was chosen as a result of a lot of research. Other typography, caused visual pollution on the emblem. Ornate and detailed visuals are concentrated on the emblem. After this density, design of decorated with an italic font style can choke. Therefore Times New Roman style was chosen. It is a readable and straightforward format. The overall integrity of the design was reinforced by this style.
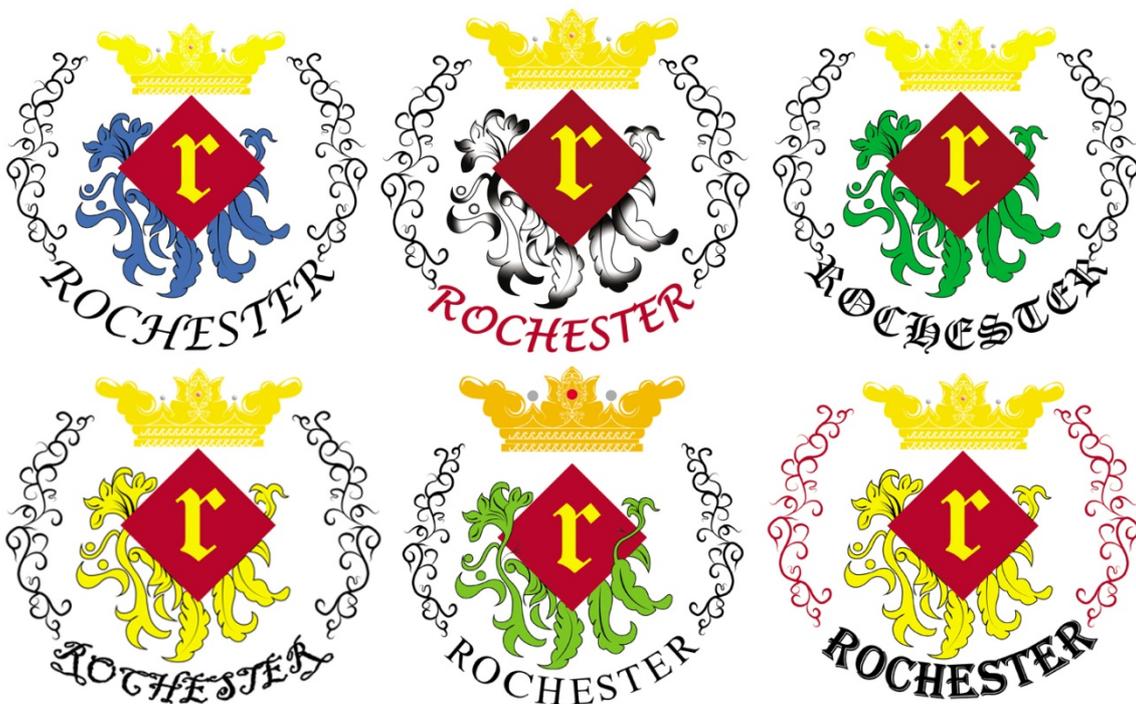


Figure 62: Tugba Renkci, Some different experiment of the emblem, 2011

There is a serious problem about gaps of between letters of selected letter style. It had to be re-worked on the letters to solve this problem.

First, two large circle drawn. The center points of circles were determined. First circles have been tried to ensure equality between the letters. However, this result was not very efficient. Instead, the blue lines are placed below the center point of the circle via determining the appropriate range of letters. The right to set their route the "Rotate Tool" is used. In addition, "Rochester" script was written as a linear before. Then, each route of letter was changed. It was placed in accordance with ring and linear lines. Again "Rotate Tool" is used to the correct orientation. Thus, the problem is solved in typography.

The most difficult part of this emblem study is ensuring typography was drawn correctly. A lot of time was spent on this.
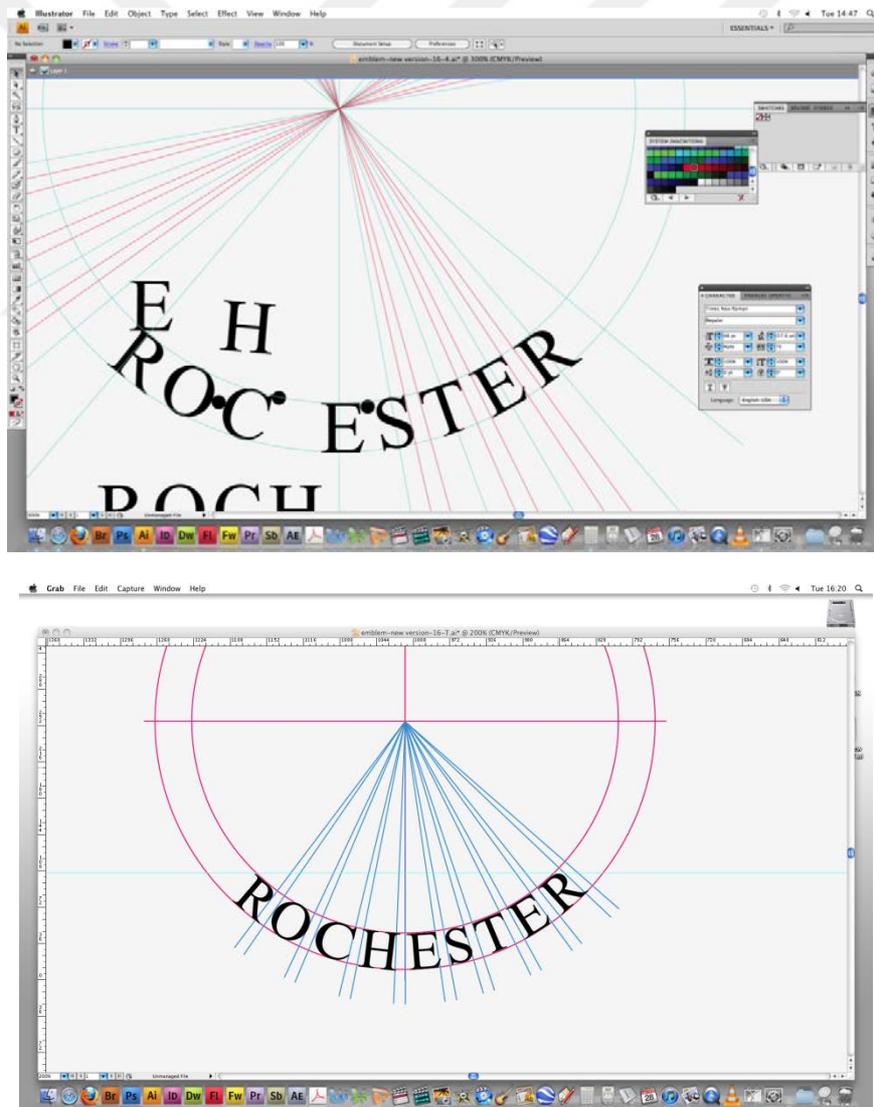


Figure 63: Adjusting of space the letters, 2011

# Chapter Eight

## Process of the Other Elements and Corporate Identity

## Letterhead

Creating corporate identity was started from letterhead paper. For letterhead paper, many examples and trials were made. These experiments lead to reaching the most accurate study and the desired letterhead is designed. Before the examples below many designs were made. These are just a few examples. However, the following designs have been a guide to reach chosen the design. However, none are selected.

Working at the upper left is not designed suitable for the envelope. There is no name and address of the recipient. In the upper right design, the articles were used in the right and left oblique. The recipient's address was added and it made suitable to use the envelope. But with it is not the desired manner. Also studies below, the place of the emblem were changed. Sponsor logos do not used. Shortcomings and errors were identified in these studies. Then, the appropriate letterhead was designed for new corporate identity of Rochester.

## Business Card

The second step of corporate identity work is the business card study. Much research has been conducted on this study. The following studies form a part of them. While some are very simple and pure, many visual elements and color are used some of them. Especially the white color is used for background, best to reflect the color of emblem is white.



Figure 65: Tugba Renkci, Some of Experiments about business card, 2011

The above, study first left, is designed to be the duplex. However, the next studies are designed single side. Also, this is a useful way to reduce the printing cost of the card.

The left over 3 the next study was chosen to be developed. The most simple of these studies were selected. Being elegant and pure of design was very important. It was the nearest example of the intended design.

Then, some changes have been made in this selected study. Typography, color and dimensions were re-arranged.

## Festival Flag

3rd study of corporate identity is the flag design. Usage of flags is very important for festivals that most important advertising and tourism days of Rochester. Corporate identity is one of the important elements to be included. For this reason, for the festival flags were made different designs.

For the exterior design, different sizes of different shapes were used. The visual elements of emblem were used. Most of this crown and the "r" letter were used. It is the most important and dominant image in the emblem that briefly summarizing identity of Rochester. Therefore, the design of the flag is a place for them intense to be emphasized.

2nd the next top 2nd column was selected among these works. Sizes and dimensions were developed at a later stage. The triangle shape is more useful at festivals than other shapes. Therefore, this figure was selected. In addition, the crown and the letter 'R' according to the other designs are simple to use.

This kind of printings of the flags the design should be made considering the cost of printing because it is very quantity. In this small study, when it is printed it will be economical.
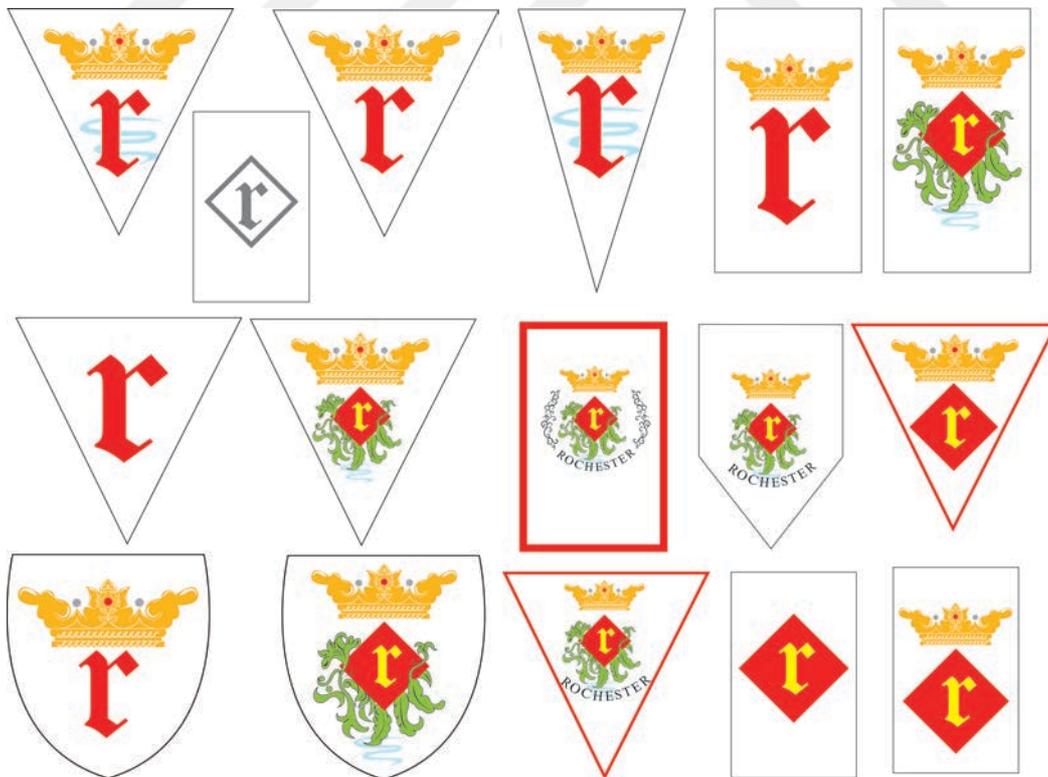


Figure 66: Tugba Renkci, Experiments of the festival flag, 2011

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## Compliments Statement

Another item forming corporate identity is the "Statement of Compliments". This document that is used in many areas, the project's corporate identity is included. The following examples were made for the first experiments in this study. Of these, the left-hand study was chosen to develop.

In the right design, the use of the logo and address information is sloping right. But the typography in this way (right and left oblique) is not suitable for the use of the structure of the oval emblem. Therefore, study left was centered to the usage of typography has created a more organized and stylish design. Balance and integrity of the design is better according to right.

The next step on the lower part of left work was to change the typography and logo. It is concentrated in more central and centering on a design.



Figure 67: Tugba Renkci, Experiments of the Compliments Statement, 2011

## File

Another item for corporate identity is a file. Corporate identity of many organizations and institutions has a file. For Corporate identity of the city, these files are very important. It is one of the

best ways of transmitting the emblem and logo of the city and contact information. It is useful material for every age.

Rochester's corporate identity designs were investigated that may be most appropriate. Like other studies, on the white background is simple and elegant in design. However, none of these examples are selected.  These studies help to reach purposeful design. Place of use of the emblem on the surface of the cover study in the upper left, right is wrong. The effect of the emblem is lost. Study at the lower left, the cover-colored lines lead to visual pollution and confusion. Also in the right study, sponsor logos are not used. Text fonts are large; the emblem has remained a small and ineffective element.

But the size of the logo on the cover and usage of center is better. According to this criticism, a new file has been designed.



Figure 68: Tugba Renkci, Experiments of the file, 2011

## T-shirt

T-Shirts are designed for use in the promotion days of the Rochester festival. It is also a convenient way to promote the Rochester emblem.

The following experiments were made to find the best t-shirt design of the emblem. Front and backs of were used. Only the elements are included in the emblem. In this case, although the use of single elements of the emblem are quashed integrity of the emblem. It has ceased to be memorable. In the upper left front side of the shirt, "City of Rochester," is written. All emblem were used in the back and as the original. According to others, thanks to more simple and whole design, this design was chosen to be developed.
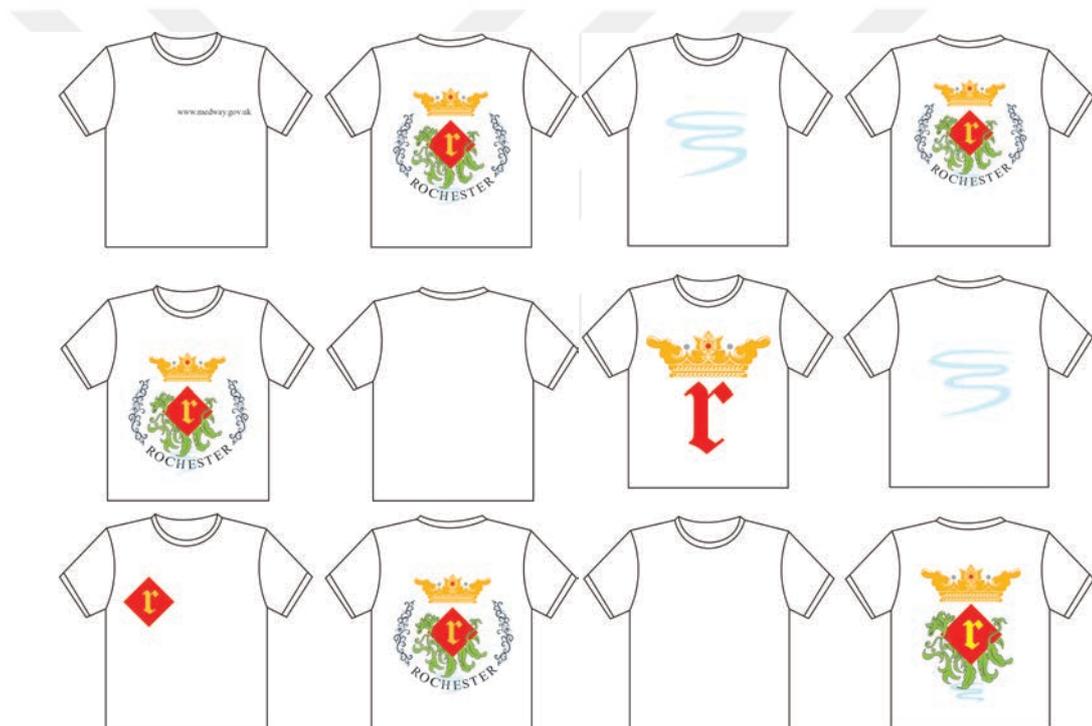


Figure 69: Tugba Renkci, Experiments of the t-shirt, 2011

## Sign Design

The outdoor signage design that uses the Rochester emblem as the main element has been included in the corporate identity. In this study of signs, as in others, they are in a minimalist design. Both in design, an arrangement were made just a simple typographic and emblem. However, this condition made the design quite empty and conventional. In addition, the above study, black ground has the effect of a very dense. For this reason, the effect of the emblem is lost. 2-color ground, signage design, has created a visual pollution. Therefore, in the next design is one color. (As with other

corporate identity elements, the background is white. The ground color is white corporate identity elements that make up the project. This is the most appropriate basis for the color of the emblem. For this reason, white is preferred in the design of signage.)

After these two tests, sign design has been decided to develop more. Ground color white to the floor as in the following study has been decided.



Figure 70: Tugba Renkci, Experiments of the signs, 2011

## Envelope

One of the most crucial elements of corporate identity design is envelope. Envelope design does not need too much detail and information. Therefore, this study was well-known designs.

There is expansion of the classic envelope in Figure 28. Trial was made on this. The emblem at the top left, sponsor logos right top used in. However, these logos, there was found to be incorrect usage. Instead the design of postage that would be more appropriated. The next stage, the envelope will be used to design the most appropriate postage.
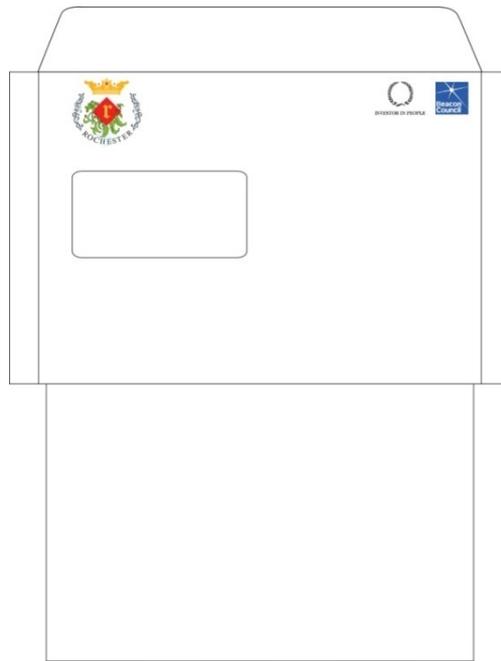
Figure 71: Tugba Renkci, Experiment of the envelope, 2011

## Brochure

The brochure has been designed by subjecting the original festivals of Rochester. The following works are similar, but differ in their typography, but they all communicate to their intended audience.

First, the upper left work is the first design on this subject. However, there is also a problem in their typographies. Four different style of typography is used on a single design. This condition has led to confusion on design. Therefore, the examples of later stage typography researches were made. The color of the floor to the white is intensity. Typography, color, logo and photos are revealed. The photographs in this brochure are suitable for the design concept.

The study on the bottom right "sweep" was the wrong choice of typography. Therefore, the study was eliminated. However, this study has a nice element. The use of information just below the photos, typography, color choices, and the ground is good. The same typographies have also been used in the upper right and lower left works. But the black back- ground, typography has been intensive and difficult to be read.

Features in the festival, as specified in the list section, articles are centered. However, despite this, it pushed below logo and use of emblem. This article covers space by using one under the other. To solve this problem, the next stage, it was decided to write these essays in 2 or 3 lines.

In short, in such a brochure design, due to much more visual elements as well as the use of information, it is difficult to design a regular and understandable. The size is A5. So here, it has been congestion and density in the general of the design. The next stage is to resolve the problems of typography & design overall.

Figure 72: Tugba Renkci, Experiment of the brochures, 2011

## Chapter Nine

## Product

## Emblem

After long research and studies, the most appropriate emblem is designed to reflect the identity of the city of Rochester. Figure 30 is the last version of the logo in this project. Since the initial design, several attempts were made and finally are reached its original state.

First of all, each element that in the design has a meaning.

1. Crown

   Rochester has hosted kings and queens on the past. The king is one of the most crucial elements of this city. So the crown was used as a visual that symbolizes the king. Creating a simple crown design would not be suitable in terms of symbol of king and power. Crown motifs and ornaments represent the king. However, these motifs are not very clear in the emblem used in small sizes. Therefore, these motifs are removed that are smaller than 6 cm size emblem used. The smaller version of the emblem is the same as in Figure 30.

2. Motifs and "r" letter on the red ground.

   Motifs are a historical and indispensable element of the emblem and symbols. The old Rochester symbol is on ornaments from the ceiling of Court of Hall in the Guildhall Museum. This symbol was displayed by supported with motifs. When creating a new emblem, they have been a source of inspiration. Then, it is used for the design of the emblem. Other curved motifs on both sides of the emblem, the design used to help support the ovoid. In addition, the blue motifs are same with these motifs. Some of the folds removed only blues ones. These blue motifs represent Medway Lake. Also typography of the logo on the bottom of the lake was represented by Medway.

3. Rochester typography

   It was very difficult to select the appropriate letter of Rochester typography. Many visual elements were used in the emblem. In addition to these, it was difficult to place Rochester letters good and right. Most importantly, it had to find the appropriate font style. This magnificent and visual elements as well as an ornate writing style choke the design. Therefore, a simple but elegant writing style "Times Roman" was selected. Thus, stability

and integrity of the design is provided. Medway Lake passes over the text. This tells Rochester Medway lake nested occurrence.

Also this writing style is the basic font of corporate identity.

Black and white version of the emblem and 2 versions are also designed.

Gun Wharf, Dock Road, Chatham
Kent ME4 4TR
Phone 01634 306000
Fax 01634 333188
www.medway.gov.uk

Figure 73: Tugba Renkci, Emblem Type, 2011

## Pantone 032 M

### 4 colour process (cmyk)

| cyan | Magenta | Yellow | Black |
|------|---------|--------|-------|
| 0 | 98 | 100 | 0 |

### Web safe colours (rgb)

| Red | Green | Blue |
|-----|-------|------|
| 238 | 35 | 36 |

## Pantone 1375 M

### 4 colour process (cmyk)

| cyan | Magenta | Yellow | Black |
|------|---------|--------|-------|
| 2 | 31 | 99 | 0 |

### Web safe colours (rgb)

| Red | Green | Blue |
|-----|-------|------|
| 248 | 180 | 26 |

## Pantone 298 M

### 4 colour process (cmyk)

| cyan | Magenta | Yellow | Black |
|------|---------|--------|-------|
| 53 | 0 | 6 | 0 |

### Web safe colours (rgb)

| Red | Green | Blue |
|-----|-------|------|
| 102 | 204 | 232 |

## Pantone 2925 M

### 4 colour process (cmyk)

| cyan | Magenta | Yellow | Black |
|------|---------|--------|-------|
| 63 | 28 | 0 | 0 |

### Web safe colours (rgb)

| Red | Green | Blue |
|-----|-------|------|
| 92 | 155 | 212 |

Pantone 361 M

4 colour process (cmyk)

| cyan | Magenta | Yellow | Black |
|------|---------|--------|-------|
| 50   | 0       | 100    | 0     |

Web safe colours (rgb)

| Red | Green | Blue |
|-----|-------|------|
| 141 | 198   | 63   |

Pantone 429 M

4 colour process (cmyk)

| cyan | Magenta | Yellow | Black |
|------|---------|--------|-------|
| 0    | 0       | 0      | 40    |

Web safe colours (rgb)

| Red | Green | Blue |
|-----|-------|------|
| 167 | 169   | 172  |

Pantone Black 6M

4 colour process (cmyk)

| cyan | Magenta | Yellow | Black |
|------|---------|--------|-------|
| 0    | 0       | 0      | 100   |

Web safe colours (rgb)

| Red | Green | Blue |
|-----|-------|------|
| 35  | 31    | 32   |

Figure 74: Pantone of the Emblem, 2011

Gun Wharf, Dock Road, Chatham
Kent ME4 4TR
Phone 01634 306000
Fax 01634 333188
www.medway.gov.uk

Figure 75: 2 colors Emblem Type Version, 2011

Gun Wharf, Dock Road, Chatham
Kent ME4 4TR
Phone 01634 306000
Fax 01634 333188
www.medway.gov.uk

Figure 76: Black and White Version, 2011

## Fonts

Times New Roman Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Times New Roman Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Figure 77: Font, 2011

Outdoor signage and typography styles in Rochester are Roman and Gothic style. Currently the most modern and practical style of Characters of this article is Times Roman. The minimalist styling for typography part of the project is created.

## Business Card

With the only use of typography and the logo, business cards are designed in a modern style. The data from Figure 22 and according to reflection, the work is emerged. There is a difference in the institution and the organization's business cards. Here, an extra color, form or writing style is not used. The most appropriate card is designed with a few concise materials. All the information on the card is used to the same alignment with the emblem. All of them are symmetrical on the same line. In the card design, lack of intense color and shape is an advantage in terms of press. So the cost would be economical. The size is 8,5 x 5,5 cm and also the typography is 9 point. However, the City of Rochester text has been added. Thus, a business card that represents the city that is easily understood. Corporate identity part of this project, design is used for the tile white floor. Articles are centered in accordance the emblem.  You can see most of the studies. Each product is with same line.

Figure 78: Business Cards, 2011

## Letterhead

Most recently, after trial and research shown in Figure 21, the lastest is in Figure 35. The place and of use of the emblem on letterhead paper is amended. Appropriate articles and the emblem at the top right-aligned. Medway Council's general contact information is given. In addition, the sponsor

logos of institutions are used in the bottom. This is a good way to see the use of titles and articles. Also, the address part of the folded letterhead is designed to be part of envelopes pursuant to the receiver part. As a result, it is extremely understandable, clear and stylish design that will represent Rochester.

Miss T Renkci
1 Roebuck House
Doust Way
Rochester
ME1 1HH

Gun Wharf
Dock Road
Chatham
Kent ME4 4TR

Phone 01634 306000
Fax 01634 333188
www.medway.gov.uk

Dear Madam

**Town and Country Planning Act 1990**

**Development:**    Erection of 3 x one bedroom flats and 3 x two bedroom flats with associated parking and demolition of Kingdom Hall

I refer to my previous letter advising you that an application had been submitted to the Council in respect of the above, and to your letter forwarding representations.

I can confirm that the application had been withdrawn and accordingly no further action will be taken.

Yours faithfully,


Acting Central Team Manager

Beacon
Council

INVESTOR IN PEOPLE

Figure 79: Letterhead, 2011

## Festival Flags

Selected sample of trials from Figure 23 are used the same. It was not needed to improve it. Only the sizes of the study have been modified. (Below) on the left, in addition to the first flag, 2nd flag was designed. Representative of the emblem in Rochester, the most prominent images were used.

In accordance with the concept of other studies, still white was used for the floor.

However, the flag width is 29 cm, and length is 34 cm. slightly smaller than A3 size. This is the ideal size for the flag. A large size, triangular shape would have looked ugly. The visual elements would lose the effect in small size.

As is known, festival flags usually consist of very simple designs. Therefore, the compositions of a single flag at most two elements are used. In addition, a single representation of a flag at the festival could have been ordinary. Therefore, also a second flag is designed. The second flag represent Medway Lake and region. While the flag which is on the left is a little more is intense, the right flag is simpler. Balance and integrity were provided in general composition of the flag.
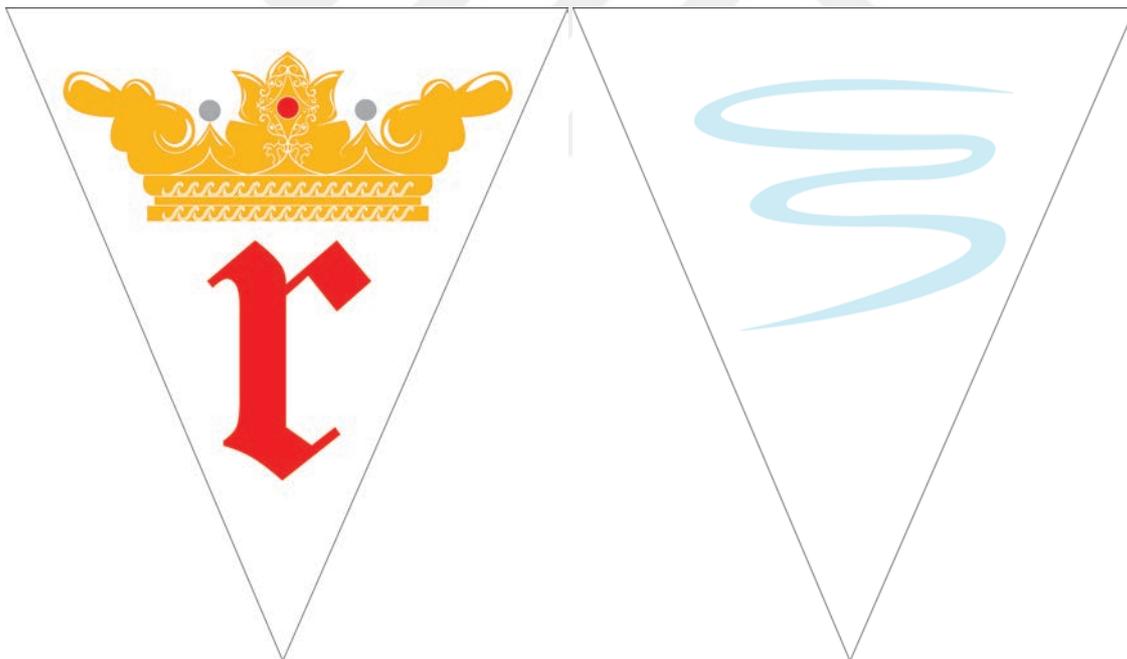


Figure 80: The festival flags, 2011

## Compliments Statement

The sample in Figure 24 right one has been developed. And the figure has become form of 38. Articles, emblem and logo are centered. Compliments statement has gained much more appealing design. Dimensions of this study are 21 x 9.5 cm. The point of text is 9 and 10. In the middle of the

paper the empty space is left for writing. It is extremely and regular an item that appropriate corporate identity.
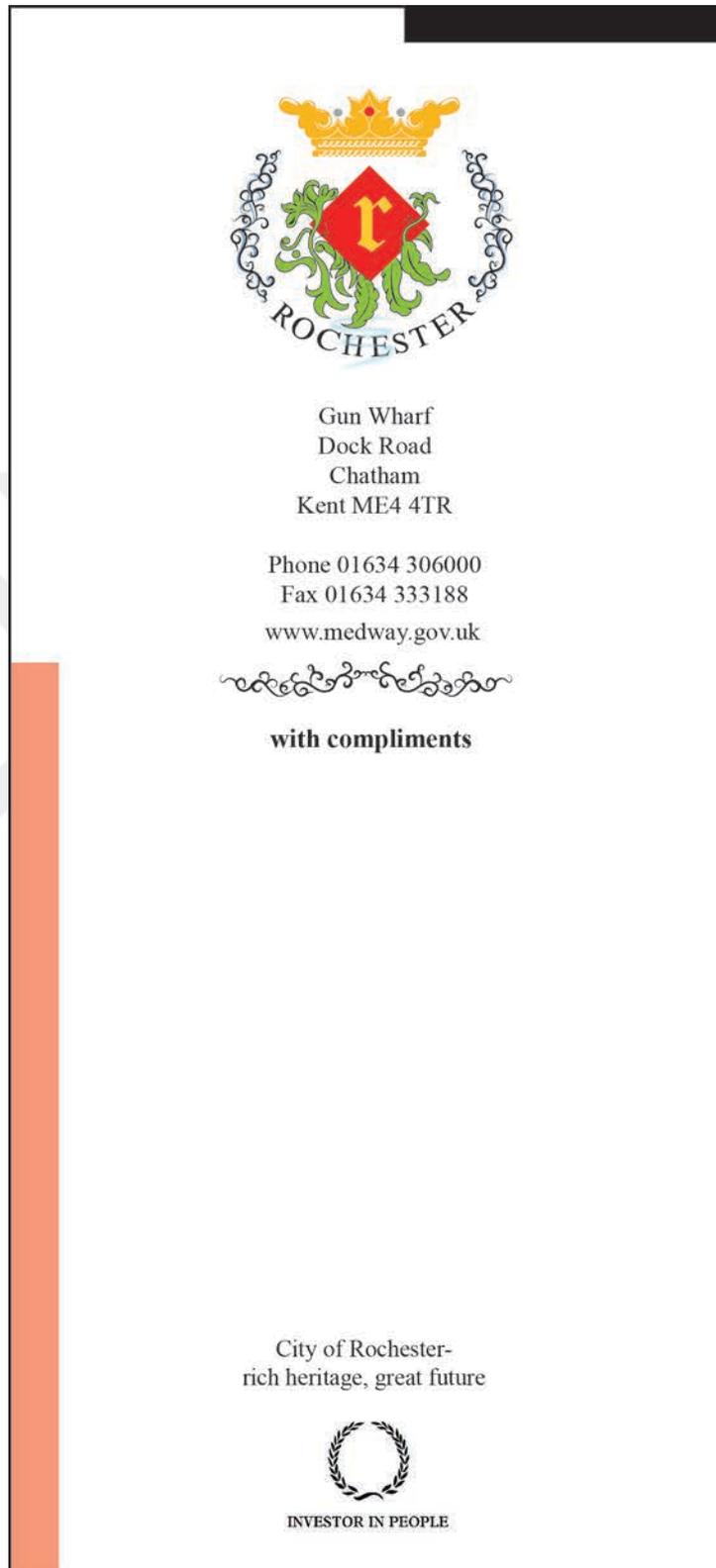


Figure 81: Compliments Statement, 2011

## File

Figure 25, the 3 different trials and research, made it easier to reach the intended file study. According to critics and experiences, following file has been designed.

First of all, on the cover, "the emblem of Rochester" and the Medway Council's internet address is also used in an elegant motif. On the back cover of the file, there is contact information and other logos. As in other studies, a file is created with the emblem and typography. In addition, it is avoided an extra use of a visual. Only given place to motifs that supporting emblem. Articles and logos are centered. File size is same as the classic file size.



Figure 82: File, 2011

## T-shirt

The left upper first t-shirt design was chosen in Figure 26. This design was not needed to develop. It is used as the same. However, on the front of the shirt, emblem is added to the below "City of Rochester," letter .Thus, deficiencies were resolved in composition.

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Figure 83: T-shirt, 2011

## Sign Design

The following design is last study after two works in Figure 27. This study differs from the others. Here are 3 different photographs of Rochester used. These are like in a movie frame. Thanks to lower black background, it more appeared.

The emblem on top and has been more effective. Text designs are center-aligned as well as the emblem in the center.
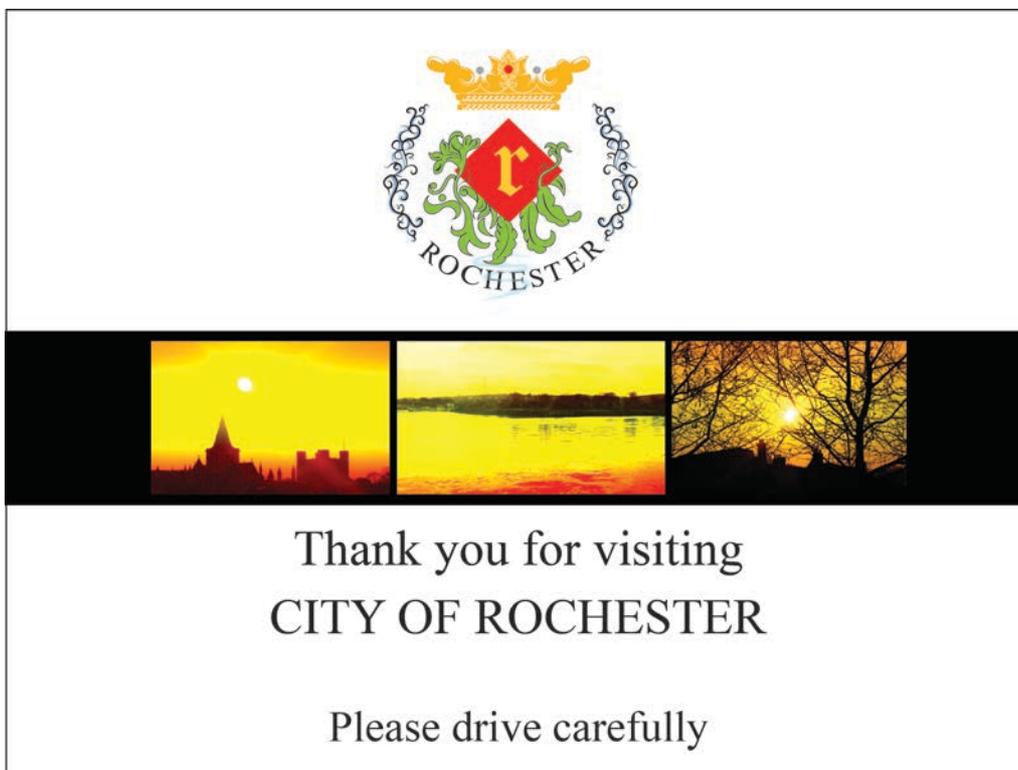


Figure 84: Sign, 2011

## Envelope

The following work is the same as Figure 28. This design is classic because it is envelope of government agency. Such establishments are usually preferred the design which is simple. For this reason, few changes have been made on the envelope. The only changes in design of stamps have been added at the top right section. There is not existing usage of other logos. Otherwise, the emblem of Rochester has been ineffectual. Use of other logos on the envelope could cause visual confusion.
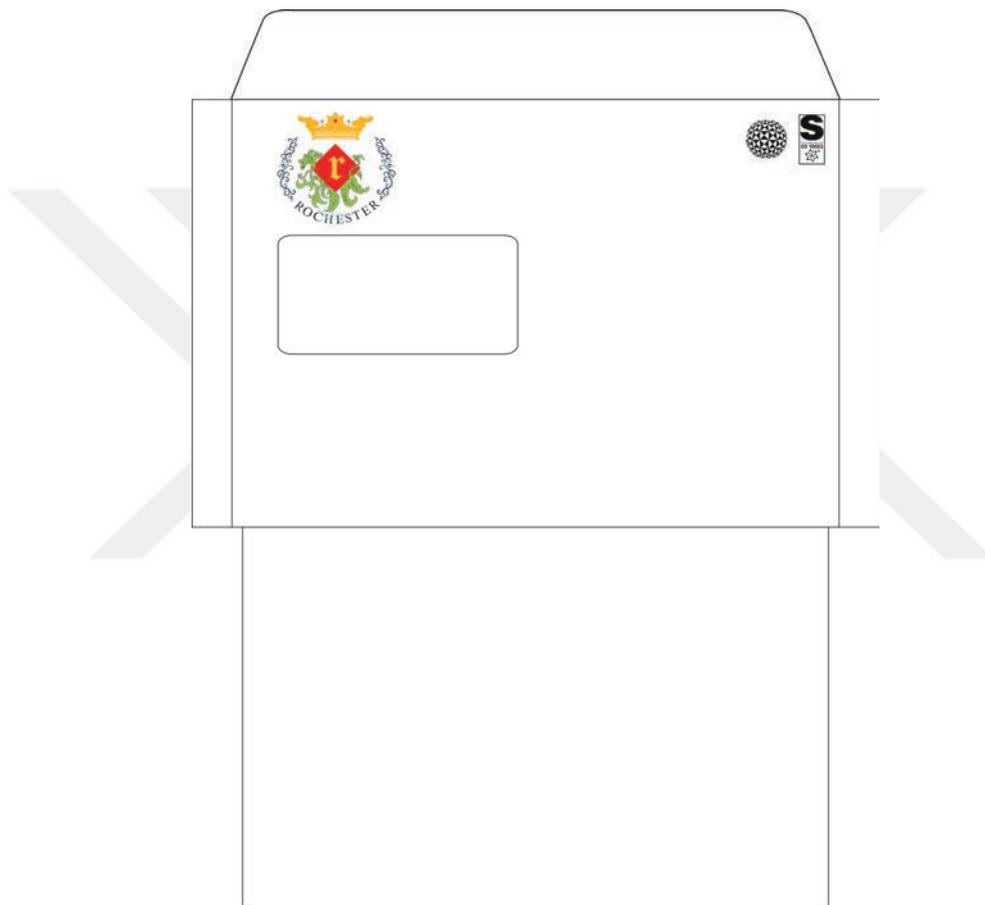


Figure 85: Envelope, 2011

## Brochure

The final version of the brochure design is the subject of Rochester festivals are as in figure 42. Use of fonts and styles was developed. The "Sweeps" writing style is vivid and colorful as follows. In addition, "Rochester 2011" article and the date were placed under "Sweeps" the letter. In addition, a yellow line is used to avoid the complexity of the photo under the typography. These typographies in previous studies were the one beneath. But here they simplified into 3 lines. Thus, the problem is solved by intensive articles in design. Original size of this study is A5. Only emblem of Rochester and

Medway Council's logo is located under the brochure. Other logos are not used. The design in general, as well as all the studies is on a white field. In addition, articles, logos and emblem are used centered as well as every design. Therefore, integrity is provided in relation to the ground shape. This study has an aesthetic and simple phenomenon reflecting Rochester and its festivals.

Figure 86: Brochure, 2011

# Conclusion

The different values and cultures of a city play a significant role in its branding process. These featured values make it different in other cities, even all over the world. Therefore, this case is distinguished city from other regions. Addition, recognition and well known by diverse communities thanks to original values of the city determines to status of branding. Representing traditional elements of city reflects its design. In addition, while designing material that reflecting visual identity of the city, best known and popular values highlight wanted.

In the introductory part of research paper, for develop city branding project i mentioned about why did I select city branding issue, my approach to written source about Rochester before, and how to approach of me about it. Also, I explained history of the region, its importance in history, and written about region history.

In the second chapter, I researched the most important architectures and history that representing Rochester identity. I examined difference of architectures with observation and travel experiences. Rochester Castle, Cathedral, Guildhall Museum and etc.

I have analyzed in terms of tourism. This castle titled oldest has longest Norman in England. It represents the King with magnificent structure. In the past, many king and queen visited the castle. Also it supplies economic support to region in terms of the tourism. Although there exist before centuries, it is still strong today. Old Rochester symbol is used. Rochester Cathedral is quite different from the other cathedrals. I have researched cathedral has how role behalf of the region with travel and observation. Also I reviewed the cathedral architecturally. As a result, it is rare and unusual instance of a cathedral. The architectural arts of communities that lived in the past are together. Addition Guildhall Museum in the past has been home to the city parliament. Grandeur of symbols and Portraits of members of parliament that have important roles in Rochester history are seen here. I have reviewed according to tourism Guildhall Museum just like Rochester castle. Guildhall building reflects the period of was built. Moreover, there is important historical monument of Rochester's past identity. Important values of Rochester from the past time, introduced domestic and foreign tourists. In research process, the buildings in High Street were examined via comparing similar or different historical buildings like cathedral.

In this section, also except historical architecture, I mention world-wide renowned important author that Charles Dickens. Most importantly, Dickens visit many historical places in the region. And he mirrored impression about the buildings to his works. The author that inspired by the beauty of the Rochester tells original architecture of the Rochester. This condition allows promotion of the region

in international area. Also Dickens Festival contributes to promotion and branding status of this place.

In the Third chapter, symbol of the Rochester was investigated. Symbol is quite old design. Today, it used still in many places. General of the design represents castle, king and religion. Blazonry is in the foreground. Furthermore, design of the symbol influenced to design of the some educational institutions in this place. This design is similar to the coat of arms. Blazonry and religious element is reflected to visually.

In the fourth chapter, there are survey and interview studies that development and support to project research process purpose. Surveys applied to two different age groups of domestic and foreign students. As a result, the traveling people with historical consciousness are about 35%. Also 65% of students think architectures well preserved. There is surprising table to reflect Rochester logo design. 35% of the 12-22 age groups indicate more modern style logo needed. 22-25 age groups indicate older and historical logo style.

During the interviews, I had the chance to access many information about the identity of Rochester. As a result, the elements to the fore has important role to improving status of the branding in historic identity. Museum Assistant Curator, Cathedral Chaplain and Visitor Center Manager think most impressive architectures are castle and cathedral. Also another feature in improving status of branding and identity is being on the highway of London, Canterbury and Dover. Therefore number of the visitors to this region increases.

Building cities and even branding factors that worldwide must examined. This creates the status of the branding of cities. In addition, it is very important way in terms of representing their visual identity.

During the development of this project information about the city (Rochester), branding, emblem, logo and corporate identity were researched. In the light of all obtained data, a new emblem and corporate identity for Rochester.

The answer to many questions has been reached about city branding and corporate identity. Some answers were found after a long process. When I first started this issue, especially the most ancient buildings in Rochester, selection, tourism, signage, design and typography, their analysis, literature review, survey and interview research, and so on was a result of long efforts. Not only architectures in Rochester were investigated, but also visits were made in the other Medway cities. Rochester is a city with the oldest date in these cities. The original ancient identity of the Rochester has been evidenced through many documents obtained during the research process. Images Obtained from

these documents the images of these documents also influenced the new visual identity research. Colors in the symbol of Rochester, the use of the crown, Roman writing style, Medway Lake etc. These original values are reflected in the sketches. As a result, the most aesthetically is designed the emblem that is appropriate to Rochester. For Rochester and the emblem, carefully is worked into the concept of corporate identity.

In addition, the corporate identity of each of product is intended to be in the same line. White base color that the most appropriate to Emblem was used in all elements of corporate identity. In the entire design minimalist style was adopted. Only with typography and the emblem, simple and elegant design is made .This helps to reduce the cost of in-printing.

Items in this project are not such as corporate identity any organization. This work belongs to a council and the city. Visual identity is a serious phenomenon, is important.

In addition, during the design process corporate identity with the criteria is taken into consideration. The size of every each study is complying with the original. Thanks to these studies, a unique and specific identity of Rochester has increased even more. Corporate image and identity are formed.

Thanks to this project, a lot of information is learned on graphic art. In particular, the emblem and logo and visual elements which need to be considered in the design of improved research techniques. In addition, ability to use computer programs is increased. Different methods of research and development are learned with applications. Undoubtedly, obtained from the project's future life experiences and learning that will provide many benefits.

This essay is just a stage of my research process and it still going on towards the MA level of my Project report. I have an enthusiasm for this topic in which I am sure l will make more progress after some broadened study and practice. I hope this is City (Rochester) Branding topic, which not only records my own research, but also has capacity for more people to add their wisdom and passion onto it. We can enrich it continuously, endlessly…

# LIST OF IMAGES

Fig. 1: Rochester Castle, March 2011, Photograph: Tugba Renkci

Fig. 2: Entry of Guildhall Museum, March 2011, Photograph: Tugba Renkci

Fig. 3: Guildhall Museum 16. & 17. Century Room, March 2011, Photographs: Tugba Renkci

Fig. 4: General View of the Court Hall, March 2011, Photographs: Tugba Renkci

Fig. 5: Portrait of Admiral SIR CLOUDESLEY SHOVELL, M.P. BY MICHEAL DAHL, March 2011, Photographs: Tugba Renkci

Fig. 6: Coat of Arms, Court Hall, March 2011, Photographs: Tugba Renkci

Fig. 7: The Arms of SIR CLOUDESLEY SHOVELL As Depicted on the Court Hall Ceiling, March 2011, Photographs: Tugba Renkci

Fig. 8: Hulk Experience, March 2011, Photograph: Tugba Renkci

Fig. 9: General View of the Hulk, March 2011, Photograph: Tugba Renkci

Fig. 10: The Medway Room, March 2011, Photograph: Tugba Renkci

Fig. 11: Rochester Cathedral, February 2011, Photograph: Tugba Renkci

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Fig. 23: View of the Lady Chapel, March 2011, Photograph: Tugba Renkci

Fig. 24: General view of the Chertsey Gate, March 2011, Photograph: Tugba Renkci

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