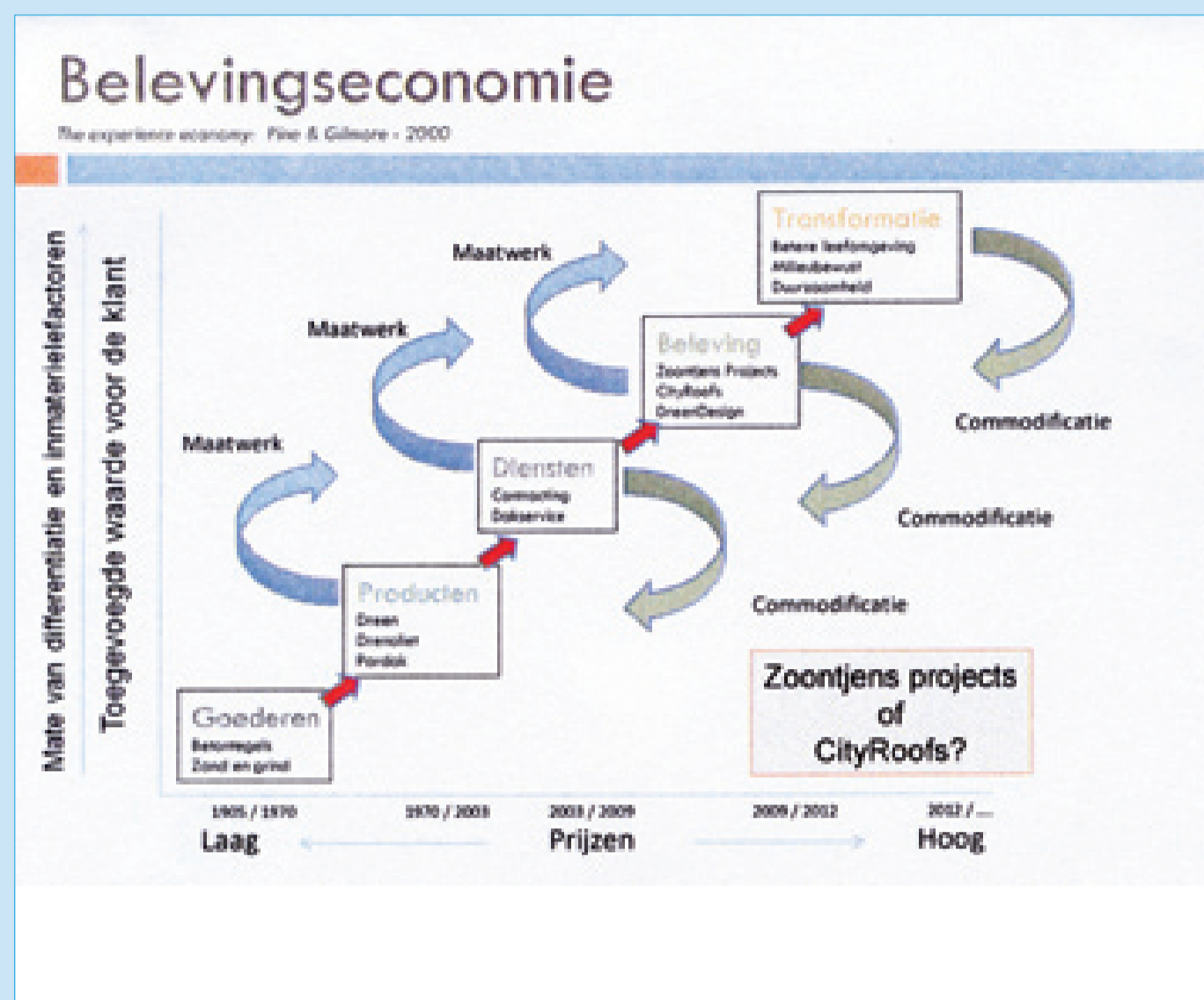


Cityroofs originated from Zootjens, a specialist in the area of concrete and roofs. Zootjens has a vision concerning cities, people and, very specifically, the role of roofs in modern society. Cityroofs was developed in 2008 and 2009 and is still in development.

## Design Process

10 2008

Project startup and strategy development



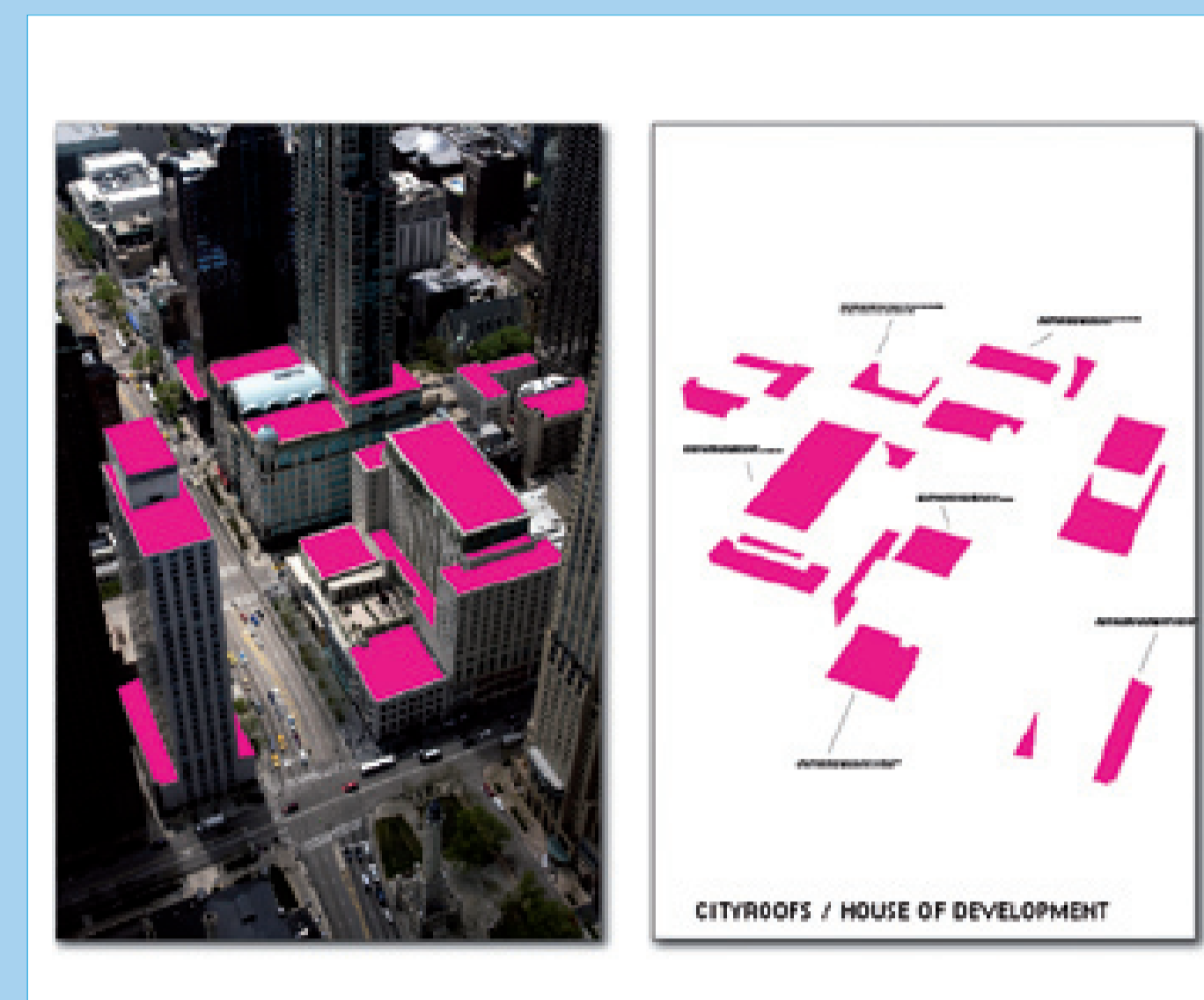
Project setup  
Strategic management sessions

Workshop  
Interviews

Key values  
Mission  
Vision  
Design strategy

01 2009

Design basic identity



Design concept

Design logo, colors, typefaces, concept for photography

Define material

Concepts for all clusters of identity carriers

03 2009

Introduction brand Cityroofs at Ecobuild London



Conference stand

Mailpack

Preliminary website

04 2009

Website development and development identity



Workshops website: define personas, user scenarios, content and structure

Concept for corporate brochure

Presentation formats for research purposes

01 2010

European introduction



Introduction in the UK, the Netherlands and France

## Design ability

1  
Zootjens is able to link clear and lucid objectives, which are consistent with the strategic plans, to design.

Zootjens has a clear idea about the future. The company has been around for 100 years, and has always taken the logical (but not necessarily obvious) next step. Zootjens has grown from being a supplier of concrete to a service provider, and then to a service provider and consultant. For the following step; becoming a consultant and visionary, there has been a recognition that specific attention must be given to the Zootjens brand and the question whether this new step needs to entail a new brand. Zootjens has engaged specialists to determine the brand strategy and has placed a great deal of trust in them. Zootjens has remained cognisant of the important role which design can play and has therefore made design a very explicit factor in its strategic decisions.

2  
Zootjens is able to utilise structural and systematic design to achieve its objectives within the stated period.

In terms of the 'design ladder', Zootjens is on course to climb the final step up the ladder. In developing the international Cityroofs brand, Zootjens has made design a constant element of the strategic considerations. At crucial moments, designers and design strategists have got together to determine which direction to go in. This role has increasingly expanded as the project has continued (the brand is still being developed).

3  
Zootjens allocates budgets for design and can assess the expected return on investment.

From an operational and tactical standpoint, design could be utilised in a more organised fashion. Zootjens is well aware that good design has an impact and that efforts exerted in the present will bring benefits in the future. Therefore Zootjens is very dedicated to give design a solid place within the organization and its processes.

4  
Zootjens has the ability to consciously select the right design potential, appropriate to both the design assignment and the corporate culture.

Zootjens knows what it wants. There is currently still more knowledge about spatial design potential than about graphic design potential. That is because of the market in which Zootjens is active. Zootjens is not afraid to go back to the drawing board and to seek an optimal result with a new design team (the latter has turned out to be necessary).

5  
Zootjens is able to bring about productive cooperation.

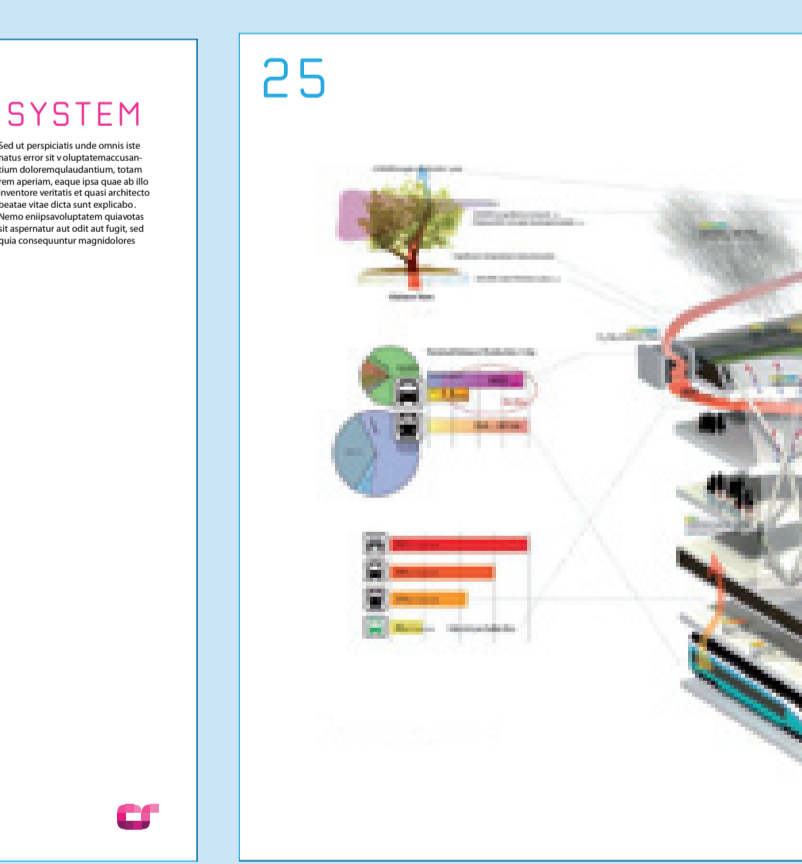
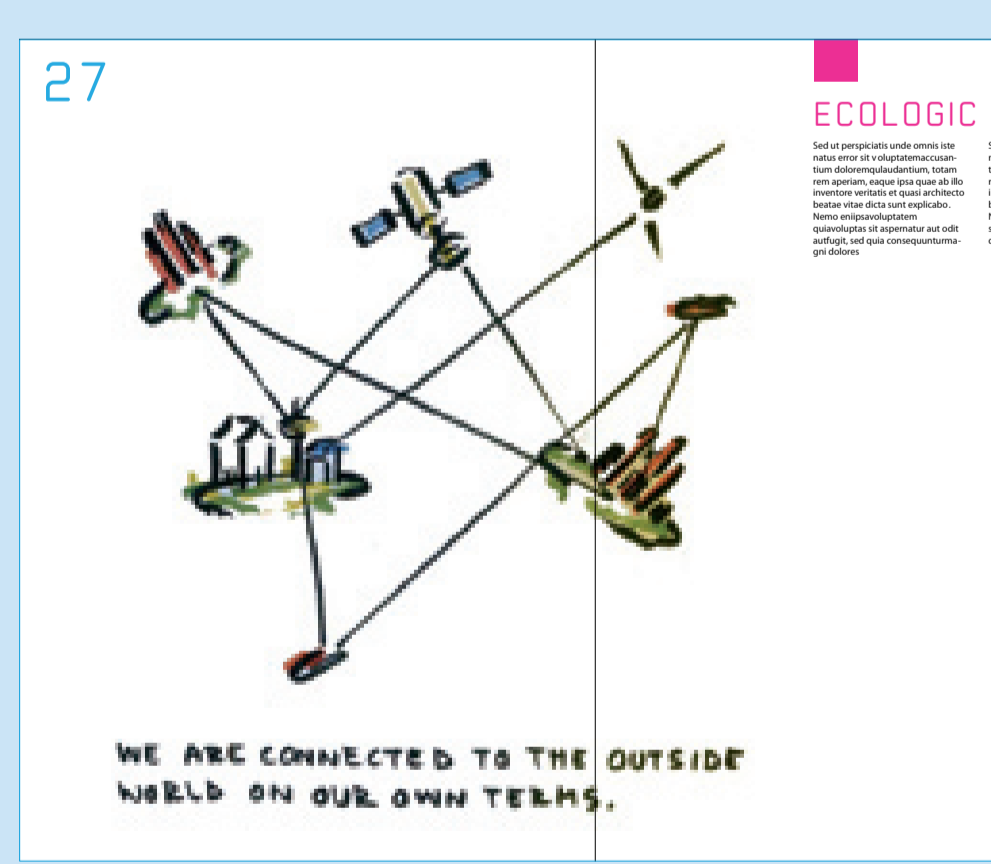
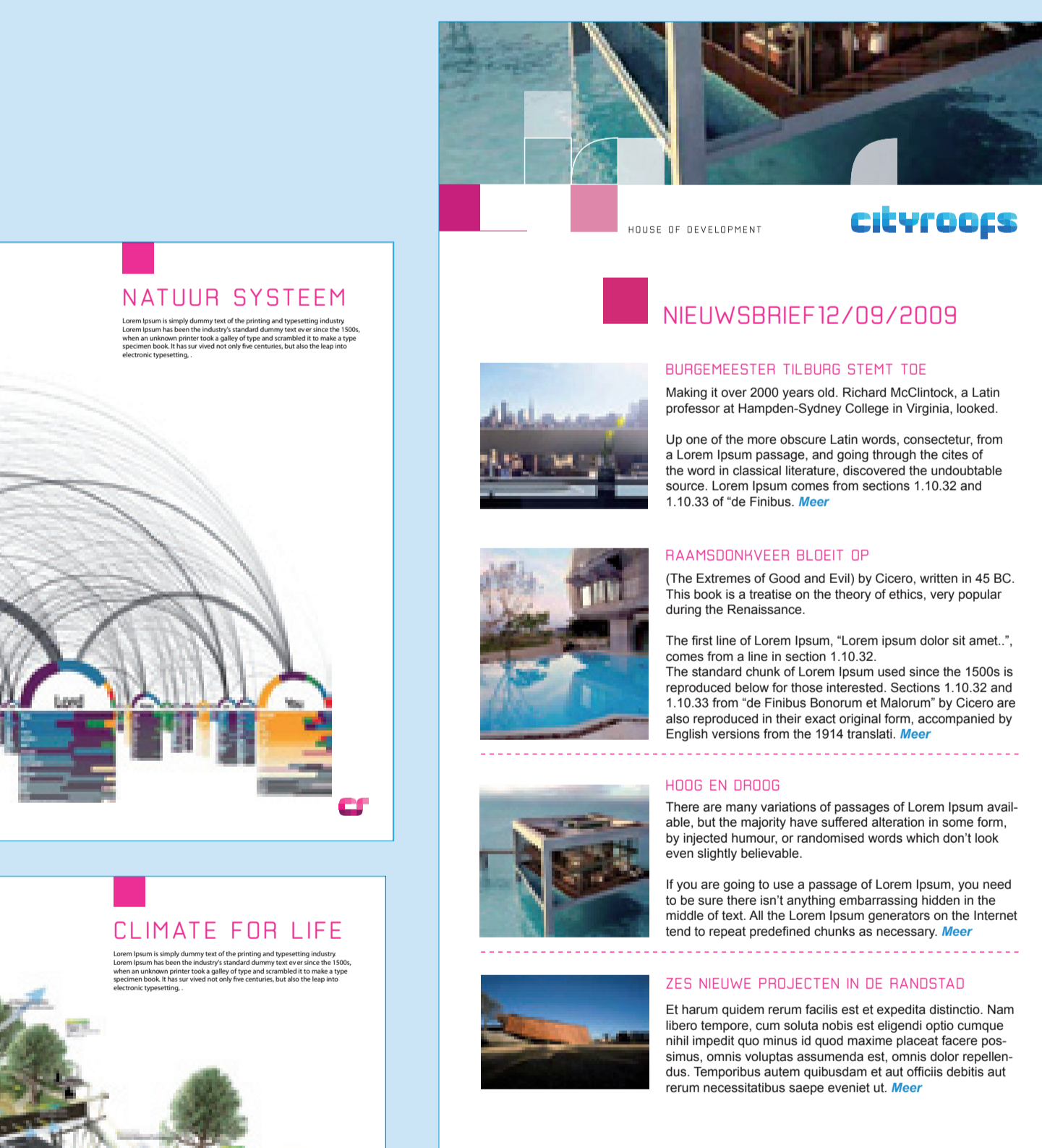
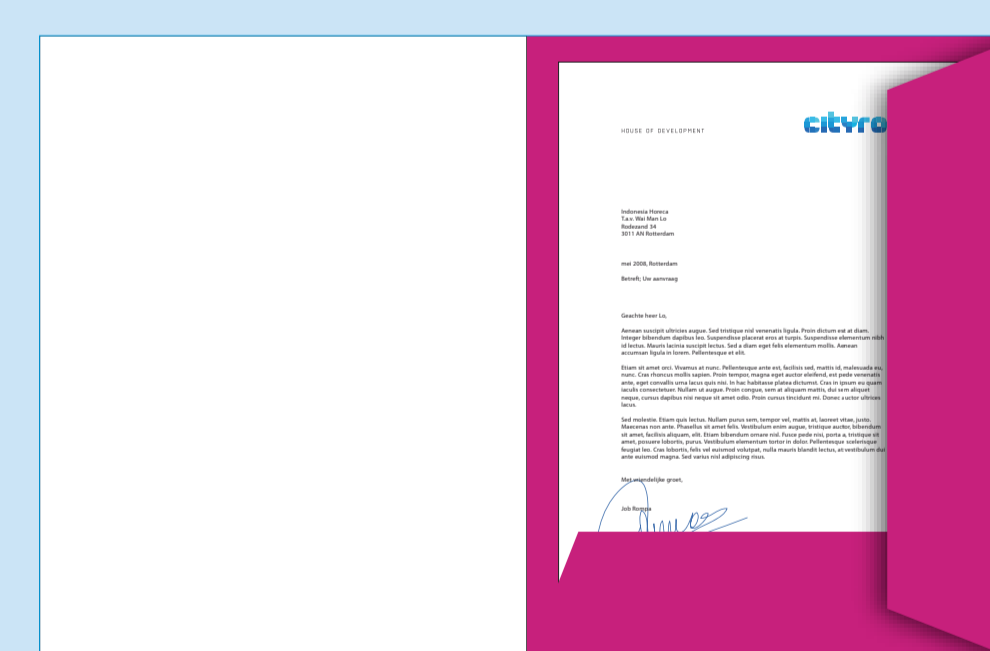
Zootjens makes time for the process and exudes a lot of confidence. It is also able to set the right priorities. The atmosphere is always extremely constructive and pleasant: the optimum working environment in which everyone is given the chance to excel on his or her own terms. Moreover, the parameters are always open to negotiation if the project requires this. The expectations on both sides are plain and transparent, and are periodically discussed. As a result, the cooperation is open and frank, and dialogue is always possible.

## Design Results

In crowded cities, a roof is one place where there's still space. Space which can be used for new purposes, such as gardens or parking areas. Yet, a roof can also play an important role in terms of water retention, generation of energy and reduction of CO2.

The corporate identity design emerged from the notion of how roofs shape the city. We constructed the letters from fragments, each of which represented a roof, a place which can be developed.

A roof can substantially contribute to a better residential climate and better environment.



6  
Zootjens has the ability to brief designers well, providing ample opportunity for creativity.

Zootjens knows what it wants and is able to convey this well. Where ambiguities result, Zootjens is glad to participate in a proposed process focusing on and addressing these ambiguities. Zootjens is willing to consider any well-reasoned suggestions, so that there is plenty of opportunity for creativity.

7  
Zootjens is able to choose the best design solution based on clear arguments, possibly supported by research.

Zootjens is very capable of evaluating the proposals and formulating and expressing its opinion. Its comments are always constructive and related to the substance. This client is not concerned with personal preferences. Zootjens is able to figure out what is good for the brand in relation to its stakeholders.

8  
Zootjens has the ability to implement this solution successfully.

Zootjens takes care of those resources and parameters which are essential for proper implementation. Where it does not have the capacity or competencies to do this itself, it brings these in from the outside.

9  
Zootjens is able to handle innovation and to manage the internal changes necessitated by this.

Zootjens devotes a lot of attention to embedding know-how internally. The company gets employees involved in the process and gives them feedback on the results, which gives rise to a fruitful and positive environment.

10  
Zootjens is able to safeguard quality and allow innovation to take root, so that the results are long-lasting.

These aspects are still difficult to judge with the Cityroofs brand, because it is a new brand. The history of Zootjens, however, shows that the client is extremely capable of providing and safeguarding quality, continuously, over the long term (Zootjens has been in business for 100 years and is a household name). The company wants to be the market leader with respect to innovation and modernisation. Zootjens is very convincing and credible in this regard.

## Organization

Organization Brand Zootjens (a CRH company) Cityroofs



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Website

## Credits

Cityroofs: Design Management and strategy: Paul Heerkens and Pien van Rijswijk Roel, Communication and Design Management (www.metroel.nl) Gé Smit and Job Rompa eFocus

