



## 3i: UNIQUE

**Rekindling** As Britain emerged from the second world war, a syndicate of British banks created a new body, ICFC, to rekindle British enterprise by investing in new businesses. By the 1980s, it had become a successful provider of venture capital, but was starting to face tougher competition from similar-looking organisations. Under CEO Jon Foulds, the organisation wanted to reassert what made it unique.

**Creative use of money** Through its life, ICFC had used money more inventively and imaginatively than its peers, and Wolff Olins defined this attitude as 'the creative use of money'. Instead of a clutter of initials (ICFC was also known as FFI), we proposed a much more distinctive and purposeful name: Investors in Industry, or 3i. Unusually, we commissioned an artist, Phil Sutton, to produce a watercolour on which the 3i symbol was based. The new brand was launched in 1983, and the effect was dramatic: transformation from anonymous institution to an organisation that clearly lived on creativity.

**Unlike anyone else** 3i has continued to be a huge success story. More than 25 years on, 3i is now an international venture capital firm, with a market capitalisation approaching €6 billion. But in a world of dozens of near-identical private equity businesses, 3i still looks, thinks and acts unlike anyone else.

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

+9 7144 01 9581

[www.wolffolins.com](http://www.wolffolins.com)

© 2009 Wolff Olins Limited. All rights reserved.