

Ref. A084/100

MR COLES ✓



1) Mr. Dwyer. ✓
2) P.A.
A.S.C. 17/1.

Economic Summit 1984

Thank you for your minute of 6 ✓ January.

2. I shall welcome fairly regular meetings with the Prime Minister, to keep her informed about and to take her instructions on preparations for the Economic Summit.

3. Dates have been agreed with the Diary Secretary, with which I am content. I may want, however, to ask for an additional meeting in the first week of April, by way of preparation for the meeting of Personal Representatives which is due to take place at the end of that week.

RIA

ROBERT ARMSTRONG

9 January 1984

PRIME MINISTER

ECONOMIC SUMMIT

I think it might be a good idea if you were to have fairly regular meetings with Sir Robert Armstrong between now and June to take stock of preparations for the Summit. Later on you may want to include the Foreign Secretary and the Chancellor.

If you wish, we could have a first meeting at the end of this month, followed by further meetings at the end of February and March. Thereafter they may have to become more frequent.

Shall we arrange?

Yes please

A.S.C.

5 January 1984

Prime Minister

①

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

Ref. A084/56

PRIME MINISTER

Yes no

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

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

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

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

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