



# History of IRC's Corporate Identity

## History of IRC's CI

- IRC was founded on April 1, 1982 by Peter Bartholomew and Yoo, Young-ju
- The IRC acronym initially stood for *Industrial Representation and Consulting* before we changed the *R* to *Research* to reflect our increasing volume of market research studies
- As our client base expanded we became commonly known as IRC by our clients and in the wider marketplace

## History of IRC's CI

- Our CI tagline “*Guiding the Way*” reflects our core competence which is helping clients navigate in the challenging Korean marketplace
- Blue and red were chosen as our new corporate colors. Blue, the color of the sky and sea represents our values of *Trust, Loyalty, and Wisdom*. Red, the color of fire and blood represents our team’s *Energy, Determination and Passion*

- Seek and achieve your ambitious targets in Korea

Let IRC guide the way.

