


# Identity Design



A strong corporate identity helps reinforce a company's brand image and supports its marketing activities. When a corporate identity program is presented consistently, it creates a positive and lasting impression of the company. The value of corporate identity is immeasurable: Its value *increases* each time it is presented properly and *decreases* with every improper application.

## So what exactly is corporate identity?

In short, it's the physical look of your brand. It generally includes a logo and supporting devices, such as your letterhead, business cards and web site, all assembled within a set of guidelines. The guidelines govern how the identity is applied and confirm approved designs for printed pieces, color palettes, type faces, page layouts and all cross media applications that maintain visual continuity and brand recognition.

In today's competitive marketplace, it's imperative to establish corporate identity standards. They ensure that everyone within your company, from individual employees to branch offices, is representing the company the same way each and every time they interact with customers and prospects.

## The Benefit of Corporate Identity

Corporate identity benefits your business in many different ways. A company that invests in a solid corporate identity tells its customer “*we are here to stay.*” It’s a sign of longevity, which is not only attractive to customers, but also is desirable to potential investors. It’s an indicator that you are serious about being successful, that you’re a reliable leader in your industry.

A functional corporate identity conveys your company’s ideals, motives and objectives — a sense of what your business is all about. The advantage of creating a consistent and functional corporate identity is that it ensures your company will be recognized, remembered and respected.

### The aims of a corporate identity are to:

- create a single, steadfast and clear visual identity for your company, its divisions and/or its sub brands;
- project your company as a professional, reliable and contemporary organization; and
- leverage your brand equity and standardize your company’s visual presentation in all cross media applications

For over two decades we have been creating identity design and brand strategies. We help you to develop integrated marketing programs that implement the identity and support the brand strategy. We provide and manage all of the cross media required to “BRAND YOUR WORLD.”



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