



White Paper

The Importance of Corporate Identity

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July 2010

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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

The Role of Your Logo

At the heart of corporate identity is your company's logo. As one of your most valuable assets, it should be the first thing your customer sees and the last thing they remember. A well-designed and consistently used logo can unite the company, its offices and subsidiaries under one umbrella.

By providing a uniform symbol wherever visual identification occurs, the logo projects quality and professionalism. Your logo should appear on all cross media, including letterhead, business cards, envelopes, checks, marketing materials, advertisements, the company web site and more.

Brand and Your Identity

While **corporate identity** is the physical look of your company's brand, it is closely tied to **brand identity** and **brand image**.

Brand identity is the promise you make to consumers about your products and services. It may consist of features and attributes, benefits, performance, quality, service support and the values that your brand possesses. The brand may be viewed as a product, a personality, a set of values or a position your company occupies in people's minds. Brand identity is everything the company wants the brand to be seen as.

Brand image is how the customer interprets your brand, which may or may not coincide with the brand identity. Companies must work hard on the customer experience to make sure that what customers see and think is what the company wants them to.

Brand identity is what you want the customer to think about your company, and brand image is what the customer actually thinks about your company. A strong corporate identity helps guarantee that the brand identity you strive for is synonymous with the brand image in customers' minds.

Establishing a clear corporate identity that enhances your brand and creates the right image in customers' minds requires a carefully planned and executed process. You must examine your company history, look at your future goals, consider all areas where you connect with clients and set up a working plan to put your ideas into action. All this is possible with the help of a trusted partner, such as EHC.

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."