



Corporate Identity and Visual Styles

Corporate identity can be seen as:

- The self-portrayal of an organisation.
- The cues or signals it offers via its behaviour, communication and symbolism.

A **corporate identity** is the **manner**

Which a **corporation, firm or business** presents themselves to the **public**, such as **customers** and **investors** as well as **employees**.

Goal of a Corporate Identity

Its goal is to **build up the visual awareness** of a brand.

Aim of a corporate identity

Internal goals:

- To raise motivation and confidence
- Justifications
- Acknowledging the vital role of the customer
- Acknowledging the vital role of financial target groups

The components of CI strategy

- Corporate behavior
- Visual identity
- Corporate communications

Corporate Behaviour

How an organisations interacts with its:

- Employees
- Customers
- Financial stakeholders
- Government and society

Vision/mission

- It **informs staff** about the **desired values and standards** of the organisation.
- It contributes to the development of **specific guidelines** for **employees and their work**

Visual identity or corporate design

- It's the visual representation of an organisation's identity

Corporate design

includes various elements:

- Logo
- Colours
- Typefaces for stationary and slogans

Logo

Characteristics of a logo

- It attracts attention and works as a signpost.
- It is informative and memorable.
- It is of aesthetic value that doesn't date easily.
- It can easily be adapted to a variety of contexts and frameworks.

Colour

Logos, Colours & Typefaces

- Another design element that can be used for quick identification purposes



1880s



2005



1900



1904



1909



1930



1948



1955



1961



1971



1995

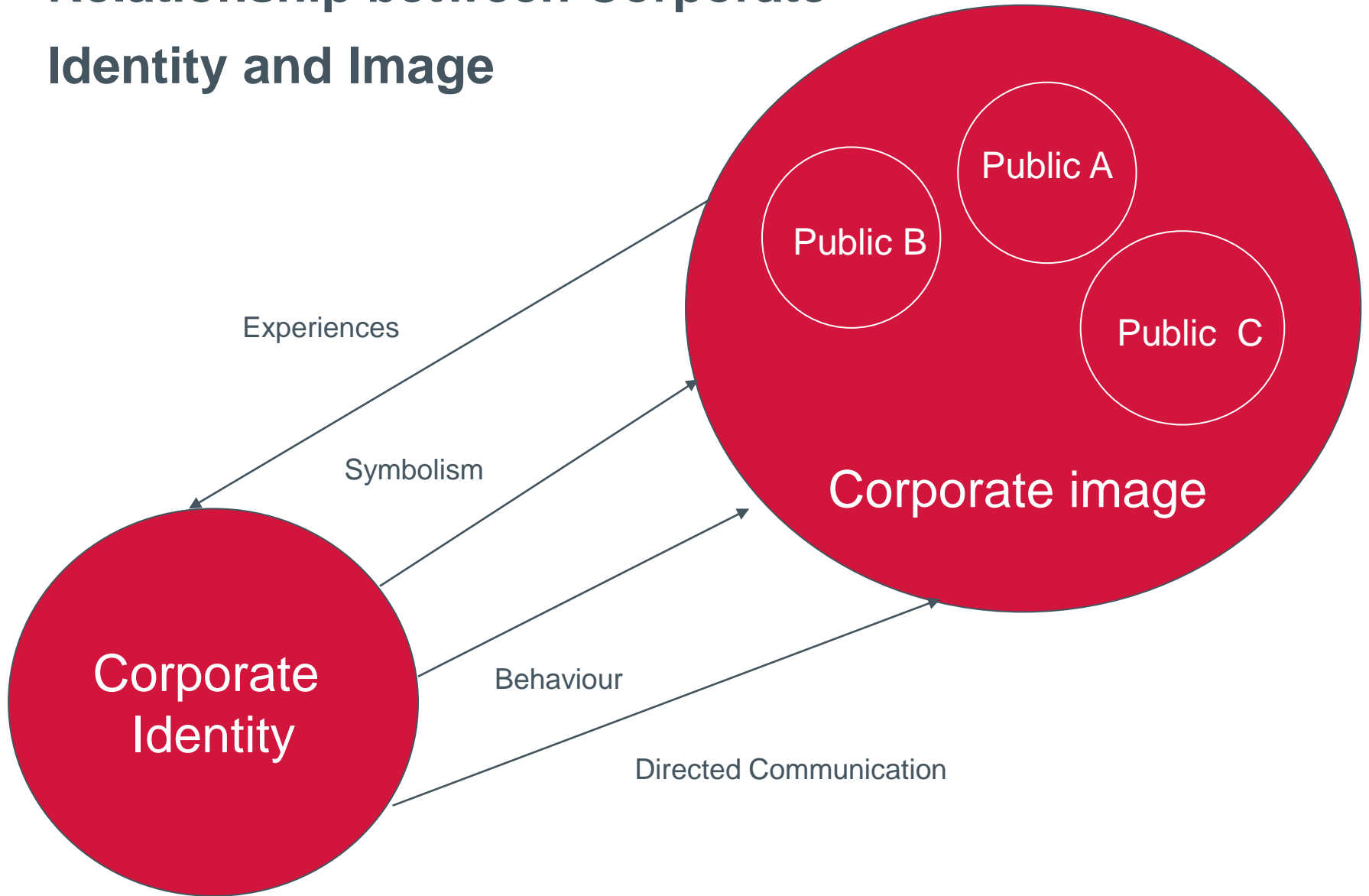


1999

Typefaces

- The use of a particular typeface can also express identity through the use of conservative.

Relationship between Corporate Identity and Image



The importance of a favourable image

- “A **positive corporate** image is a condition for a **continuity** and **strategic success**.”
- It is no longer exclusively the field of attention of marketing, but a strategic instrument of top management”.

Benefits of a favourable image

- A sound CI is a incentive for the **sales of products & services**
- It helps the company **recruit the right employees**
- It is important to the **financial world & investors**
- A sound corporate image creates emotional added value for a company which ensures that a company is always **one step ahead of its competitors.**

Benefits of a favourable image

- Research has shown that **9 out of 10** consumers report that when choosing between products that are similar in quality and price, the reputation of the company determines which product they buy!

The benefits of a *positive* corporate reputation

- Can give distinctiveness and a competitive advantage
- Can **contribute** to **profits**
- Can act as a **safeguard** in **times of adversity**

THE DEAR PRINCIPLE

D= DECISIONS

E= EVALUATED

A= AGAINST *the*

R= REPUTATION

Corporate identity Includes?

- **Logo design**
- **Business cards, letterhead, invoices, contracts, reports**
- **Internal company communications** (reports, newsletters, memos)
- **Digital communications** (web site, social media accounts, power point presentations)
- **Marketing materials** (ads, flyers, posters, promotional products, signs)
- **Company vehicle signs**

What is logo?

- Logo is a wordmark or an icon that identifies your business. Graphic symbol with text is a logotype. Adding copyright to a logo makes it a registered trademark of a company.
- The purpose of a logo is to create a visual awareness of your brand and immediate public recognition. Therefore, logos are seldom re-designed.

What makes a good logo design?

- **Distinctive.** Good logo is unique and does not blend-in with other logos in the same industry.
- **Memorable.** Good logo contains only one graphic, or a graphic accompanied by name. It is easy to remember and is recognizable after only a few encounters.
- **Carries one idea.** Good logo supports a single message - one positioning statement.

What makes a good logo design?

- **Practical.** Logo must be recognizable and readable on a pen and in black and white color combination. It remains readable when applied on print, promotional products, vehicle decals, embroidery etc.
- **Appropriate.** Logo is appropriate for your industry and fits your positioning statement.
- **Appropriate color combination.** Good logo is usually in two color combination and uses standard colors to ensure cost-effective production.

Print communications materials

- Business cards, Envelopes, Letterhead, Invoices
- Business letters, Memos
- Company reports
- Newsletters
- Catalogues, brochures
- Cards and flyers
- Posters

Digital communications materials

- Emails
- Electronic invoices, letterhead
- Electronic newsletters
- Power point presentations
- E-cards
- Web site design
- Web banners
- Social media accounts

What is included in the Graphic Standards Manual?

Logos and wordmark

- **Colors** - color numbers in CMYK & RGB
- **Fonts** - specific font and size (complete font included in the manual)
- **Proportions** -proper placement and proportions of logo with respect to other elements on the page
- **Ratio** - fixed ration between height and width
- **Logo use** - acceptable and unacceptable logo use

Finally.....a word of caution

- Although a valuable resource (in many instances) a corporate reputation is **NO GUARANTEE** of business survival or of success.

Letterhead

- A printed heading on stationery, stating a person or organization's name and address.
- Stationery with a printed heading.

1 1/2" left margin

KNOX COLLEGE

2 East South Street
Galesburg, Illinois 61401-4999
www.knox.edu

OFFICE OF PUBLIC RELATIONS
309.541.7337 Phone
309.541.7718 Fax

2" from top of page

February 14, 2002

← 2 returns



John Smith
123 Prairie Fire Road
Galesburg, IL 61401

← 2 returns

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

← Text of Letter
Font: Times Roman
Size: 10 pt
Line Spacing: 1.25

1 return between paragraphs (p6.5 spacing)

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

Add other personalization here if needed (e-mail address, title, etc.)

Lorem Ipsum

1.5"

1"

1"

Envelope

- Flat paper container with a sealable flap, used to enclose a letter or document.

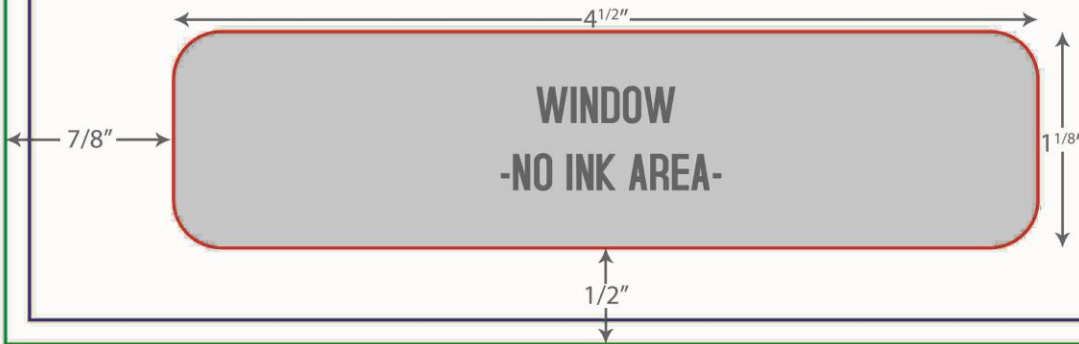
#10 ENVELOPE - 9.5 x 4.125

FACE

GREEN LINE IS THE FOLD LINE

BLUE LINE IS THE SAFETY LINE
ANYTHING THAT IS NOT GETTING CUT
MUST BE INSIDE THIS BLUE LINE

BLACK LINE IS THE BLEED LINE



Visiting card

- Card bearing a person's name and address, sent or left in lieu of a formal social or business visit.

How a 3.5"x2" Business Card should look.

This is how a 3.5"x2" card.. The bleeds are 0.125" thick on all sides, so the card measures 3.75x2.25 inch

Bleeds

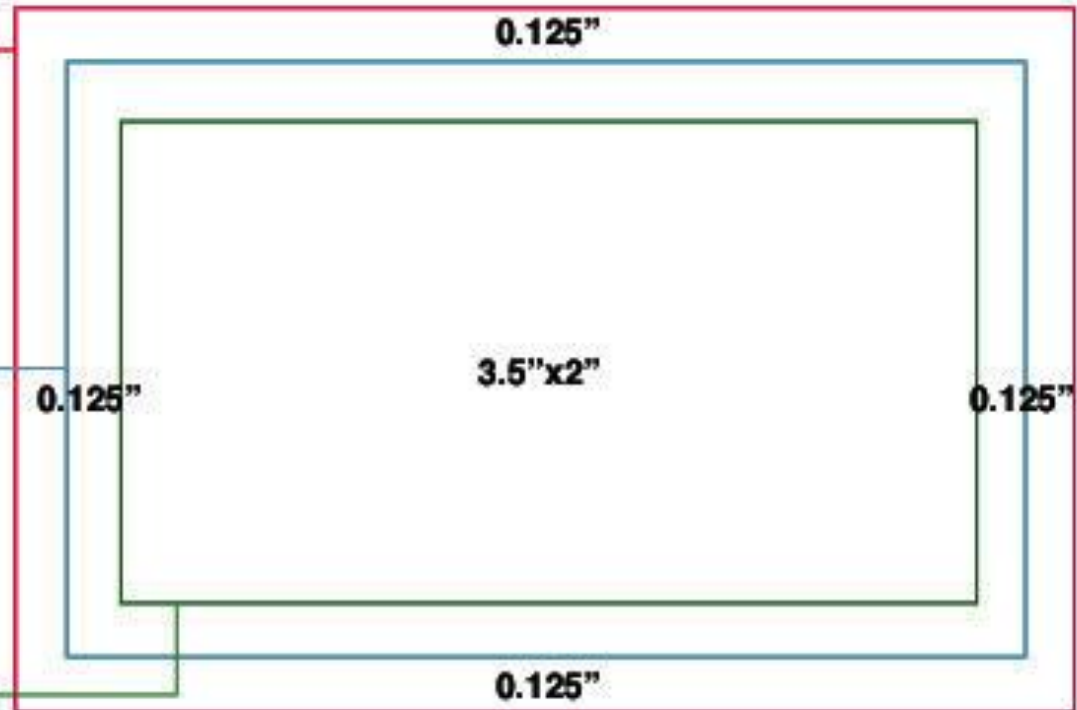
The background and non-critical elements of a design should extend to this line.

Trim Line

The final size of the file and the line to which the printed card will be cut.

Safe Zone

Any text, logos or content placed in this area is entirely safe. You should place important info away from the trim line within the safe zone.



For other document sizes:

Flyer (8.5x11) the file should measure 8.75x11.25

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