

fundamental idea of identity

The process described as Corporate Identity comprises the explicit management of some or all the ways your organisation's activities are perceived.

Identity can project three things: who you are, what you do and how you do it. Your logo forms part of your overall Corporate Identity and brands your organisation across all its products and services. Your Corporate Identity is the result of everything you do, that is the who, what and how... your corporate logo is your signature to the business world. It's your face to your customers. And not just existing customers, it attracts new customers who have little idea about what services and products you produce and sell. Perceptions are built on identity at the first stage of the buying cycle and the role of the identity is to attract, inform, promote and sell.

With this in mind, the fundamental idea behind your identity programme should be everything connected to your company and its operations. The logo and branding needs to project a clear, consistent and unambiguous impression of your company and its aims.

This impression can be best conveyed through the development of an appropriate graphic design and branding philosophy. Applications of the identity are implemented consistently across services, environments, systems, and communications to help distinguish you from your competitors.

The task of a logo is to provide you with immediate identification and to represent everything your company stands for. Your Corporate Identity serves many critical roles including achieving maximum exposure and professionalism, internal employee motivation and expressing your individuality and above all increasing sales and your bottom line.