Corporate Identity - Does Your Customer Know Who Are You?

Notes:

Key Aspects of Corporate Identity:

- Company Name
- Positioning Statement/Tag Line
- Logo
- Colors
- Image Projected
- Consistency

Company Name

- Literal: Widget Maker, Inc.
- Serious/Corporate: Coppolino & Associates, LLC
- Fun/Whimsical: Yahoo, Red Dog

Positioning Statement/Tag Line

- Should be descriptive but limited to a few words
- Very important if company name is not literal

Logo

- Design should reflect the company's image
- High-end vs.low-end target audience
- Design elements must "make sense"
- Clip art or not to clip art!

Colors

- Colors can stimulate senses
- Project quality level
- Project moods or trends

Image Projected

- Affordable vs. expensive
- Friendly or stuffy
- Small vs. large

Consistency

- Okay to use B&W
- Image must be reflected in everything
- Logo should be used on all materials that reach your target audience

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