



## CORPORATE IDENTITY

It is a common misconception that a company's Corporate Identity starts and finishes with the company's logo. This is not the case.

A full Corporate Identity is the "persona" of a company. It is a philosophy that should be implemented throughout the entire business, and ensures that the way the business and the public world perceive your company is consistent and professional at all levels of its dealings, thus helping to achieve your business objectives.

Corporate Identity is often viewed as being composed of three parts:

**Corporate Design** (logos, stationery, signage etc.).

**Corporate Communication** (advertising, literature, public relations, information etc.).

**Corporate Behaviour** (internal values etc.).

## CORPORATE IDENTITY GUIDE MANUAL

The Corporate Identity Guide Manual lays out a set of guidelines to ensure that the visual elements of a company's Corporate Identity are consistently applied across all types of media to maintain the company's brand.

### For example –

**Print** (Ink onto paper): Stationery, brochures, newspapers, magazines, in-house documents

**Electronic** (Computer screens): Websites, presentations, electronic documents.

**Signage** (Cut vinyl/screen-print/large format digital print): Shop-fronts, vehicles, billboards.

The Areas that a typical Corporate Identity Manual will cover are:

### BASIC ELEMENTS

#### The Corporate Logo

The Company Logo

#### Corporate Colours

Colour specifications of the Corporate Colours for consistent colour reproduction

Secondary Colour Suite - Complimentary Colours

#### Logo Usage

How to and how not to apply the Corporate Logo

Logo Usage – Colour

Logo Usage – with tinted backgrounds

Logo Usage – with image backgrounds

Logo Usage - Reversed

#### Corporate Typefaces

Details of Corporate typefaces and their use in print and electronic media

#### Clear Space and Minimum Size

Minimum Clear space around the logo and minimum permitted size

#### Primary Branding Devices

Other elements to be used with the logo to reinforce the brand

How to apply the Elements

### IMPLEMENTATION

#### Stationery

##### Layouts and position guides for:

Letterheads, Comp Slips and Business Cards

Faxes, Memos and News releases

Agendas Reports and Minutes

Orders, Invoices

#### Literature

##### Layouts and position guides for:

DL Covers and rear pages

A5 Covers and rear pages

A4 Covers and rear pages

#### Electronic Communications

##### Layouts and position guides for:



Website  
Powerpoint Presentations  
Email Signatures

**Advertising**

**Layouts and position guides for:**

Press Advertising

**Signage**

**Layouts and position guides for:**

Main Building Signage  
External Ground level information and directions  
Internal Information and direction signs

**Livery**

**Layouts and position guides for:**

Vehicle livery guidelines

**Uniforms**

**Application of logo to:**

Site Clothing  
Hard Hats  
Jackets etc

**Miscellaneous**

Marketing Items  
Christmas Cards  
Etc.

**Master Templates and Master Logo Files on Disc.**

Electronic Master files of the Company Logo in various formats  
Electronic templates of company literature in various formats

Managing your company's Corporate Identity is a continuing commitment that will present new problems and challenges all the time.

Your Corporate Identity is not a fully fixed entity and will need to adapt and evolve whilst maintaining a consistent and professional image of your company – no small task!

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