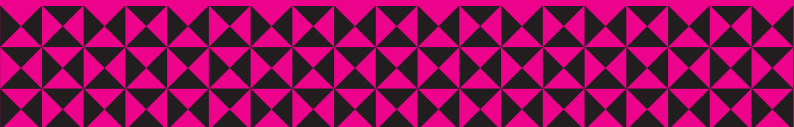


corporate identity *n* (synonym: branding)

Elements that make up the visual identity of your company's marketing materials such as; logo, type style, colour, graphic language, images and tone of voice.



5 reasons why corporate identity is important

1. It communicates the personality of your company
2. Builds trust – The consistent appearance of marketing materials gives the sense of a well established and respectable business
3. People remember what they see a lot of – repetition and consistency will mean better recall of your business
4. Gives a sense of reliability – Investing in your company's corporate identity tells your customers you intend to stick around
5. Attracts more customers – people will always gravitate toward a well polished professional looking company who take pride in their appearance

quick test

Gather all your marketing materials together and run through the checklist below:

- What message is your business communicating across these materials: Is it clear what my business does?
- Does ALL my collateral have a professional look & feel?
– Is it consistent? Concise? Well presented?
- How does it stand out from the crowd of competitors?
- Would I trust this business if I was a new customer?

If you were unsure at any of these points now might be a good time to contact a graphic designer to help get your corporate identity back on track.