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Corporate Identity Management

By LeeAnna

Competition is great in the market world today and in order to get your business noticed, you will

need good corporate identity management. You need to bring together all of the good qualities of your company as well as emphasizing what a great benefit your company will be to those who use your services. Good corporate identity management will do just that if handled properly. It will give your business a clear positioning towards your customers and prospective customers as well as your staff, suppliers, authorities, and even your competition. By making your business easily recognizable to those who want what your selling, corporate identity management will also play a key role in the development and maintenance of your business, and keep it running like a well oiled machine. In today's world, we are all bombarded with information, every waking minute. Globalization increases competition, products are interchangeable, and new products come to the market at an ever faster rate. Every business is competing for our attention. Selection of a supplier is not solely based on price or availability anymore; customers have the luxury to choose suppliers they can identify with. That is why your company will need an edge of some kind so that when people decide they need the service that you're offering, either your logo, or a witty saying, will automatically pop into the consumers head, in turn, they will seek you out. However, your business image is not the only thing that will get you noticed. How the press and advertisers perceive your company will rub off on the public also, so you will always need to stay consistent and make a good impression.

Consistency is very important in the business world today, unless you want to loose your business before it even gets off the ground, you can't say one thing then completely do another. In order to ensure consistency in communication, you may need to ask for help from someone who know what their doing when it comes to corporate identity management. There are many good organizations that can help you do just that. They can take your company and create something that will be distributed all over, no matter what you're selling. Another important aspect is that your staff needs to be able to

identity with your company's corporate identity so they feel comfortable with it. >From your company's reception area, to telephone manners, the design of all printed materials and Web sites, to public relations, every aspect of a business has to breathe its Corporate Identity to be believable and distinguishable. Only then will your business have the chance of being taken seriously in the market, and ultimately to succeed. The primary idea behind a corporate identity program is everything your business does, own, and service it provides, should project a clear idea of what you and your business goals are. A good corporate identity management system works well and keeps the important things on track.

LeeAnna is an expert author who writes for Corporate Identity Management

<http://www.corporateidentitymanagement.com>

Corporate Identity

By Van Freytag

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This article is about the importance of good Corporate Identity, and it's more than just your sales team and the people who answer your telephones that portrays the image of your business. When not in direct contact with your firm, your customers or potential customers use the impression that they already have in their heads of your company. When we remember something we use images to categorize in our heads what we are trying to remember, when it's a company we remember things about it by thinking about the corporate identity (usually the Logo and colours used).

In conclusion it is usually your corporate look that customers think of when they think of your business. The first impression of your company for a customer will probably be your logo, which they will use to make assumptions about your business. If your an entertainment or events company and your logo is dull boring and been done before then thats the exact impression that they will have of your services. If your an IT company and your logo is sharp swift and technical, thats the exact first impression that your customer will have of you and your business. – You know what they say, first impressions do last! On the same note Corporate Identities are remembered.

Your Corporate Identity is also an important attraction mechanism for your company, therefore it must look good and be aesthetically pleasing to the customer as well as having a conceptual meaning behind it in accordance with what products and/or services your business provides. Your logo must be an easy object for the eyes to pick up and for the brain to remember, this is because if your competitors logo is much easier to remember the client will remember it first! You'll loose that customer, and many more.

We at Divus Design know how important Corporate Identity is and our designs reflect that knowledge. At Divus Design Studio we serve our clients with creative and conceptual designs that work well and look good! We design from scratch every time making your corporate identity, logo, brochures or advertisements one of a kind, and that is important in a competitive market, more so than most would

believe. Most of the time when buying a product or service the decision is made subconsciously by the creative side of our brains. Our eyes pick up the easiest shapes and objects to recognize and the most aesthetically pleasing images talk to us the best. Make your Corporate Identity number one when it comes to strategically marketing your business.

Divus Design is a graphic design business located in South East Sydney Australia offering creative services including logo design, corporate identity, website design, promotional design, brochure design, business stationery, print design & print management and all general graphic design services.

At Divus Design we have few rules and boundaries to our work, however we always structure our creative thinking around these four words: –

– CLEAN – SIMPLE – FRESH – CONCEPTUAL –

Come and visit our website at www.divusdesign.com.au or contact us directly at

info@divusdesign.com.au – Mobile 0407 894 561. Regards, Van Freytag.

Education: Cambridge Business College Hurstville (Public Relations Certificate 4). – Lidcombe TAFE (Design Fundamentals). – Enmore Design Centre Sydney (Advanced Diploma Graphic Design). – Ultimo TAFE (IT Website Design_To be completed). Full time industry experience as employee at two different companies. – Owner and Managing Director of Divus Design.

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