



## The importance of Corporate Identity

Just like individuals, every organisation, company or brand has its own identity. A distinct identity differentiates an organisation from its competitors. It allows customers to recognise, understand and clearly describe the organisation concerned. The identity of any organisation is complex. It includes the effectiveness of its services or products, the shared values and ambitions of its employees, the corporate tone of voice and PR profile. Naturally, its visual appearance - or visual identity - plays a key role.

Visual identity manifests itself in many ways. In addition to its logo, typeface and colours, the following all contribute to the impression created by the identity: stationery, marketing literature, signage, customer information, vehicles, website and every aspect of promotional activity from a high-profile advertising campaign to the design of a promotional pen.

For example - The education sector in the UK is crowded and competitive. Universities compete with each other for students and staff, public funding and commercial income and, increasingly, corporate gifts and philanthropy. The way to achieve success in such a highly competitive arena is through differentiation, by developing a distinctive brand personality and set of values which appeal to the University's key audiences.

The detailed management of a visual identity is equally important as the management of other business assets such as finance or human resources. Without a well thought out visual identity guideline, an organisation's brand perception will be at best diluted, and at worse appear chaotic and unprofessional.

When all of the visual elements of an organisation work together in unity, the investment in its identity is protected and the overall image becomes one of quality and strength.