

Corporate I.D.

WHAT IS Corporate I.D.?

Corporate I.D. is about your companies Corporate Identity - who your company is and portrays. It may be the first thing your customers see. Whether it's a business card or brochure, your corporate I.D. makes up your stationary range. This falls into how you project your company's image and how your customers perceive you in their mind when they receive your stationary and literature.

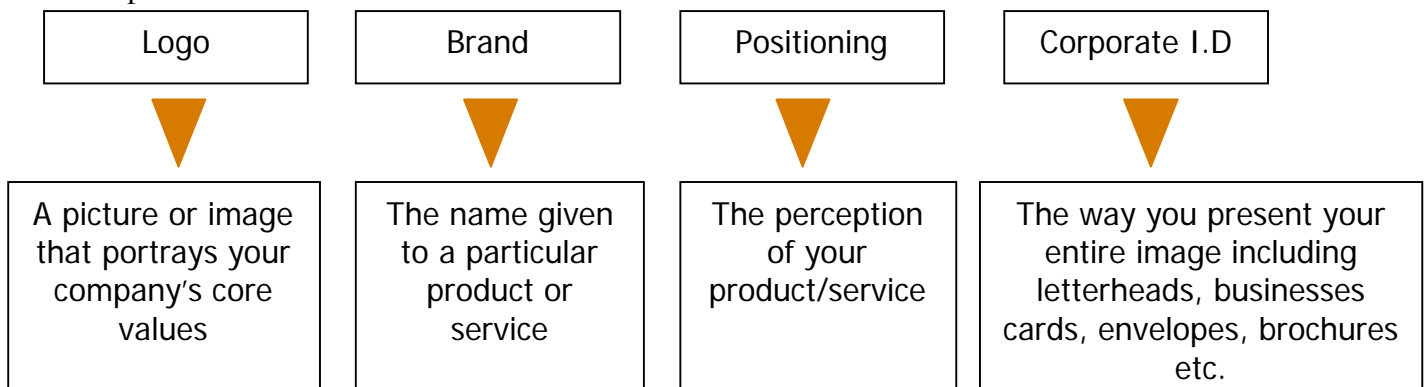
I remember many years back knowing a really switched on salesman. I had known him for at least one year. He always dressed beautifully, always wore his hair in the latest fashion, carried a soft leather attaché case and had the best looking business card I had ever seen. It wasn't until a year later that I discovered he drove a car that had rust on the side of it, and his office was his bedroom!

He was a great guy and of course I had to laugh with him and not at him. He was smart – he always came across professionally and well presented - so in turn - This is how I felt about his business and products/services he was selling.

So the moral to the story in simple terms - Corporate ID is about the image you project – and you may only have moments to prove your company's worth!

Company Brand/Corporate I.D. – who you are, what you look like

Position: - strategies used to make your clients feel/react a specific way to your products/service



Developing a logo or brand is not just about delivering visual solutions. There are reasons why the big guns develop their logos and brands – they sometimes can spend millions of dollars developing a brand or logo. **Market research** certainly can be undertaken, or more so should be to determine consumer behaviour towards your product/service. This research can help us understand your customers and what they do and don't like – This can have massive impact, both positive and negative, towards your logo, your brands and even your company.

Corporate ID services include:

- Corporate image /market research
- Logo design
- Corporate Stationary (business cards, signage, letterheads etc.)
- Concepts, designing, printing and delivery at realistic and competitive prices

Does your corporate identity represent your company's goals, sales & marketing objectives, attitude, and image?

The first step.

Depending on your business situation, whether your company is large or small, what markets you wish to capture or you may be after a slightly new feel or look. Whatever your situation, **Marketing Mechanics** will deliver you with a well researched, visually creative, unique and objective reaching Corporate ID.



After a new look?

In many instances we have given a existing stationary. We can provide provide you with some great ideas. We can also show you types of papers/boards and stocks so you can really feel and see the stock we recommend for your new stationary.

sparkling new look and feel to clients you with our portfolio which will

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