

Corporate Branding

by Sophia



WHAT'S COVERED

In this lesson, you will learn about corporate branding and then look at a few examples of it in action. Specifically, this lesson will cover:

1. Corporate Branding

Corporate branding is a method that corporations use to produce value through brand recognition.

One major aspect of corporate branding is logo design. We're all familiar with logos, as we see them all around us.



TERM TO KNOW

Corporate Branding

A method that corporations use to produce value through brand recognition.

1a. Logo

A **logo** is typically a graphical element that may or may not incorporate text.

The eBay logo, for example, is all text.



The Ubuntu logo, however, is just a graphic.



Finally, this Aeon logo has both a graphic and text.



TERM TO KNOW

Logo

A visual symbol of a corporation's name and brand.

2. Corporate Identity

Another function of corporate branding is **corporate identity**. This is the personality of a corporation and how it establishes culture and business practices among its employees.

One way that a corporation helps establish that identity is to use a **corporate identity manual**, or CIM for short. The CIM is a set of guidelines for precise reproduction of a corporation's logo, including fonts or any visual design elements relating to the brand.

Again, the CIM sets the visual identity that employees use as a guideline to communicate the corporation's brand. This would be the first thing a designer would look at before approaching a design with the corporation. These days, there is more than just a logo and some text involved when you're producing something to represent a company.

Corporate identity plays a huge role in how we perceive a company, a brand, and a product. Designers need to know a company's standards to effectively build a visual design language to communicate a company's intentions, culture, and place in consumers' lives.



BRAINSTORM

Think of a time when you received a letter in the mail from a company. Were there colors used on the paper? Was the logo present? Perhaps there was a tagline or quote that communicated the tone of the company's culture.

All of these aspects are part of the corporate identity and are identified in the CIM. For instance, **letterhead suite** is an organized display of a letterhead on a correspondent's material.

Likewise, identity can be achieved through advertising or storytelling. This can help build an **iconic symbol** as a result of conditioning a brand over a long period of time. In other words, when people recognize a brand quickly and easily, the brand has achieved **brand recognition**.



TERMS TO KNOW

Corporate Identity

The personality of a corporation and how it establishes culture and business practices among its employees.

Corporate Identity Manual

A set of guidelines for precise reproduction of a corporation's logo, fonts, or any visual design elements relating to its brand.

Iconic Symbol

The result of conditioning a brand over a long period of time.

Letterhead Suite

An organized display of a letterhead on correspondence material.

Brand Recognition

The basic ability to identify a corporation by seeing its brand.



SUMMARY

In this lesson, you learned about **corporate branding**, which is used to promote brand recognition. Within the corporate branding strategy, a **logo** made up of text, graphics, or both is commonly created. Another important aspect of corporate branding is **corporate identity**, which includes the company's culture and the corporate identity manual, or set of guidelines for any visual design elements relating to a company's brand.

Keep up the learning and have a great day!

Source: This work is adapted from Sophia author Mario Hernandez.



TERMS TO KNOW

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The basic ability to identify a corporation by seeing its brand.

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Corporate Identity

The personality of a corporation and how it establishes culture and business practices among its employees.

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A set of guidelines for precise reproduction of a corporation's logo, fonts, or any visual design elements relating to its brand.

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