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Centre for Enterprise Development Inc.

BUSINESS GUIDE NO. 10

Creating a Corporate Image

*“Developing the local economy, one
business at a time”*



INTRODUCTION

The success of a business depends on more than having a business plan and a good product or service. The image of the business is also important to its success.

By creating the right corporate identity, the entrepreneur enables the business to look highly professional. All businesses should strive to have a corporate identity that would enhance its chances of success. There are several no-cost and low-cost strategies that can be used to create the right corporate identity.

WHAT IS CORPORATE IDENTITY?

Corporate Identity is a cohesive image programme which can be used to identify the business.

ELEMENTS OF CORPORATE IDENTITY

1. Logo

- A symbol depicting what the organization stands for.
- Is the foundation for all promotional materials.
- It should represent the best benefits of the product.
- It should reflect the overall image you want your business to convey.
- It should be easily transferred into print or onto a sign.
- A good logo should last for at least ten (10) years.

2. Business Card

- Should convey the overall image of your business.
- Should present a professional image people will remember. *When designing a card:*
 - Keep the card simple.
 - Use easily readable typeface.
 - Include only essential information (i.e. name, title, business name, address, phone, fax, email)
 - Use the back of the card for additional space.

3. Letter-Head/Stationery

- Use for all business correspondence.
- Include the essential information
- Use same colour scheme as your business cards.

4. Sign

- A good sign attracts customers' attention. It must be readable, and visible from a good distance.
- Include your logo on your sign.
- Your sign brands your location.
- Before hanging signs check to see that you are not contravening any regulations. Install signs properly.

5. Motto

- A catchy phrase or sentence that appeals to customers by summing up the mission of the business.
- The motto can be used on all printed material and in advertisements in the media.

6. Mission Statement

- A short written statement of your business goals and philosophies used to create dynamic visual images and inspire action.
- It signals what your business is all about to your customers, employees, suppliers, and the community.
- It should reflect your special niches.
- Post your Mission Statement in your place of business.

7. Vision Statement

- A compelling statement of the type of business you want to create.
- It is what you would like to see happen in the future.

