

Corporate - Identity vs Image



Corporate identity and corporate image are two entirely different things.

Simply put, a corporate identity is everything that is seen that promotes the business – the logo, business stationery, brochures, web site etc.

To help with branding a business, these elements all need to have continuity and look as though they 'belong' to the same company.

Maintaining the same colours, fonts and tag lines are all ways of getting your customer to recognise that it is your business. We all know the 'NIKE' tick, or the 'Coca-Cola' red. These companies have taken their corporate identity and used it to gain international recognition.

Corporate image on the other hand is how the public perceives you – this is also referred to as your brand. For example if you are in IT you might wear a suit to project a professional image. However, a surf-wear manufacturer or retailer might only ever wear board shorts and t-shirts as this will emphasise their comfort and laid back image.

A business might also create an image by the way they deal with customers. If people have to make an appointment to be seen, they will get the perceived impression that the business is busy and that their time is precious. This in turn could give the organisation the image of a higher profile, and in some cases make the business appear larger than it is.

Your corporate identity and image need to compliment each other to be effective.