Image, identity and reputation

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Previously on 522

We've reviewed the background of Corporate Communication, the need to communicate strategically and the different functions of Corporate Communication.

In this lecture, we will study what is identity, image, reputation, and advertising

AC/DC RADIO

ACC

Musique

ALT NATION

BBC RADIO 1

BBC

XII

BIG EAST

BIG TEN CONFERENCE

the blend

Bloomberg RADIO

Blue Collar

Bluegrass

bpm

The CATHOLIC CHANNEL

Classic REWIND

Classic Vinyl

CNBC

CNN EN ESPANOL

CNN Headline News

CNN

the coffee house

COSMO RADIO

Deep Tracks

escape

ESPN RADIO

ESPN XTRA

EXTREME TALK

FACTION

Family Talk

FOX BUSINESS

FOX NEWS channel

FOX News Talk Everywhere

FOX SPORTS RADIO

the heat

THE Highway

HIP HOP NATION

Holly

HOWARD 100

HOWARD 101

INDYCAR

JAM ON

the Joint

KIDS PLACE LIVE

the Loft

MARTHA

the message

Met Opera Radio

Mix

MLB

NASHVILLE!

OCTANE

ON BROADWAY

Open Road

OPRAH & FRIENDS

OUTLAW COUNTRY

Pac 10 CONFERENCE

PGA TOUR

Pulse

Quoi de Neuf?

Radio Disney

Radio Margaritaville

RADIO PARALLELE

RAW DOG COMEDY

ReachMD

REAL JAZZ

Roadhouse

CHILL

Love

SIRIUS XM POPS

SIRIUS XM STARS

SIRIUS XMU

Siriusly Sinatra

SoulTown

spa

Specials

THE VERGE

the Village

VIRUS

WILLIE'S PLACE

WLW

WRN

XM DEPORTIVO

XM

Identity

Manifestation of the company's reality through the organization's name, logo, motto, brands, products, stationary, uniforms... All the evidence created by the organization.
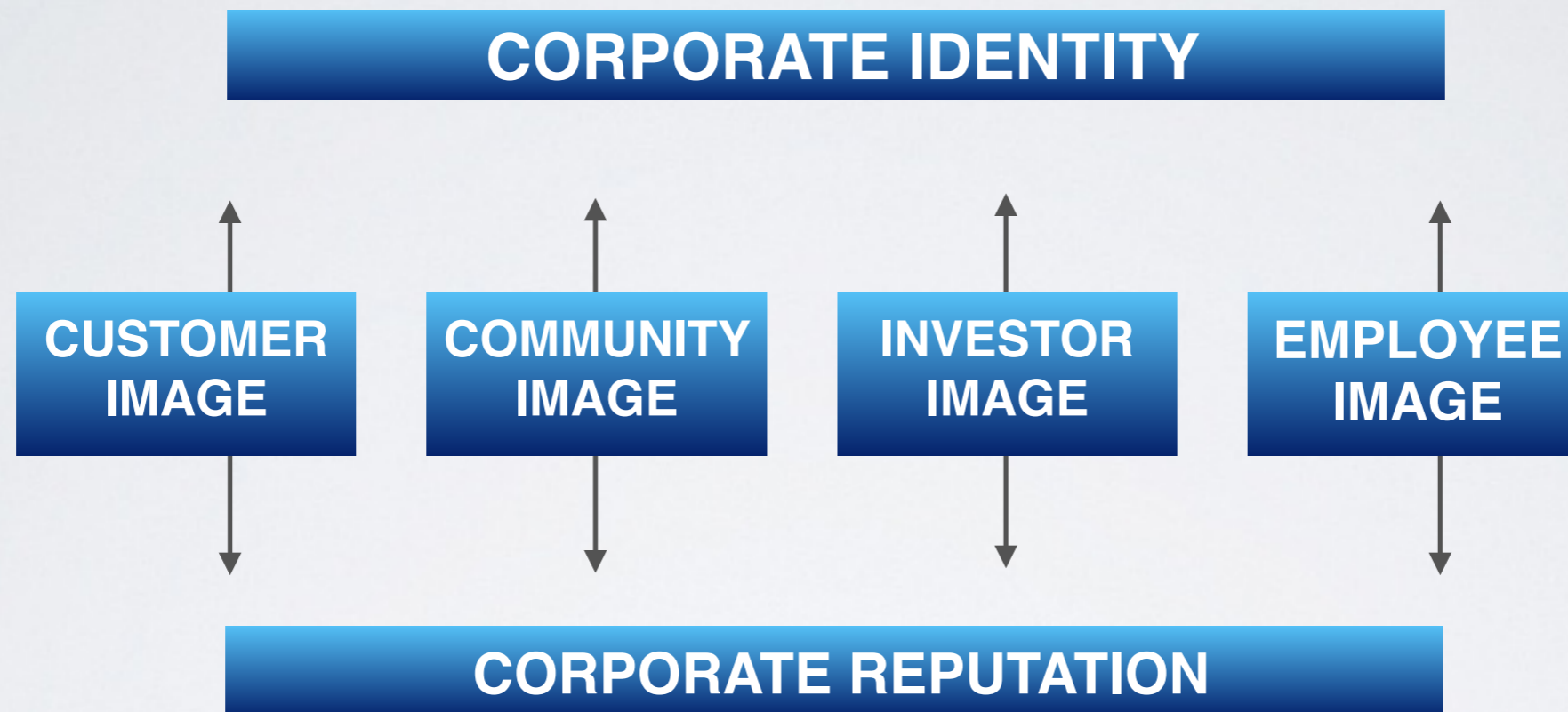
Image

The reflection of the identity, as understood from the public perspective. Each constituency can have different images / perceptions of the company.

Image

The organization can research to find their own image (as conveyed through their identity). Our competitive market requires corporations to strive for a differentiated image...

Corporate visual identity

According to scholars, Corporate visual identity plays a significant role in the way an organization presents itself to both internal and external stakeholders. It includes four different functions...

Balmer and Gray, 2000; Dowling, 1993; Du Gay, 2000

Corporate visual identity

1. Visibility and "recognizability". Not only we remember the name, logos, colors and graphics, but we also associate them with what the company does.

Balmer and Gray, 2000; Dowling, 1993; Du Gay, 2000

Corporate visual identity

2. A corporate visual identity symbolizes an organization for external stakeholders, and, hence, **contributes to its image and reputation**. Van den Bosch, De Jong and Elving (2005) explored possible relationships between corporate visual identity and reputation, and concluded that corporate visual identity plays a supportive role in corporate reputations.

(Schultz, Hatch and Larsen, 2000).

Corporate visual identity

3. Wally Olins (1989) is well known for his "corporate identity structure":
Monolithic brands
Branded identity
Endorsed identity

Balmer and Gray, 2000; Dowling, 1993; Du Gay, 2000

Corporate visual identity

4. Employees will identify with your corporation. Identification appears to be crucial for employees, and corporate visual identity probably plays a symbolic role in creating such identification.

Bromley, 2001; Dutton, Dukerich and Harquail, 1994; Kiriakidou and Millward, 2000

Logos (other options)

pencil

human

IMAGINARY FRIEND
PICTURES

ecodiva

Circus of Magazines™

WHO YOU KNOW

Fork & Knife

OPTIMISTIC
BEVERAGES

WOMEN MEET
LITERATURE

HORROR FILMS

Identity over time

ca 1920

1920, AR Saunders

1958, Raymond Loewy

1989, Siegel & Gale

2000, Landor Associates

1881

1886

1895

1904, Hans Schneider

(logo used for export)

1929

Bayer

1934

1936

1936

1946

1950

1953

3M Logo Standards

The 3M logo is a key element of our brand identity. It is one of our most valuable company assets, and consistent usage enhances marketplace recognition. Use the 3M logo in one of three relationships: 3M logo only, endorsed or branded. Contact the 3M 3M Brand Identity and Design department at if you have additional questions about using the 3M logo.
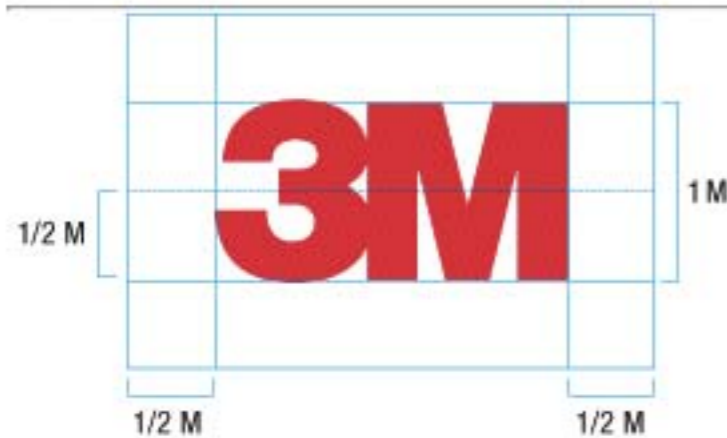
Minimum Clear Space

Surround the 3M logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a clear space at least equal to half the height of the "M," referred to throughout this site as 1/2 "M," around all sides of the logo. Refer to each specific application or to the logo size guidelines below to determine which logo size to use.

Literature
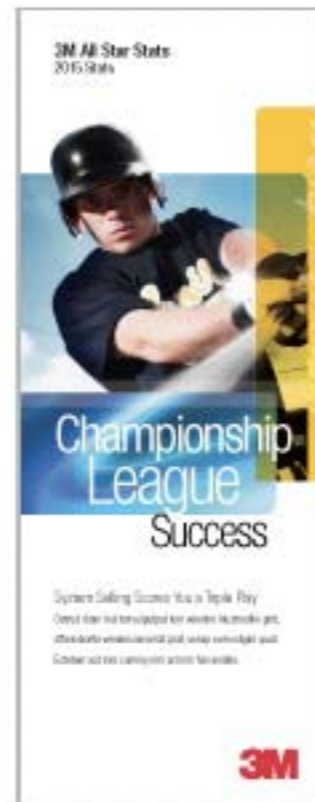
- Follow the standards for literature or download a template.
- Design themed 3M montages so they can be leveraged and integrated throughout other communications.

DO NOT use the 3M Innovation Signature. For years, "Innovation" has been our company position and was visually connected with the 3M logo as a signature. Today, we realize that our logo inherently stands for innovation and ingenuity. In order to strengthen the brand and increase its importance, the 3M logo alone will be used as an endorsement. We will express our innovative approach by our behavior, and visually through our messages and imagery in the 3M montage. The 3M brand is strong and bold alone.

Logo Target Sizes

For oversized applications, refer to the guidelines below. These examples are intended to show a starting point. Adjust the size as appropriate for your application and design.
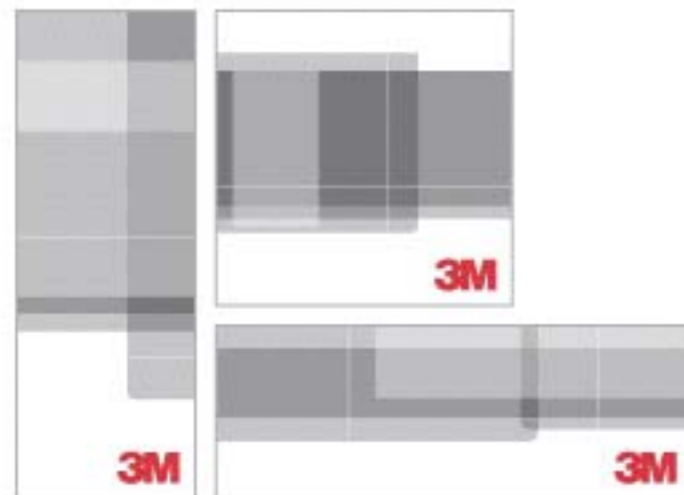
Endorsed Relationship Target Size

Size the logo to approximately 10% of the visual surface (as a minimum). These examples show the same size logo in visual balance with the total area of the shapes, while maintaining a minimum clear space of 1/2 "M" on all sides of the logo.

Standards

The following standards can help you select the correct font for your application and content.

Helvetica Neue 47 Light Condensed
Helvetica Neue 57 Regular Condensed
Helvetica Neue 67 Medium Condensed
Helvetica Neue 77 Bold Condensed

Primary Font

Use in all applications as the primary font. The use of Helvetica Neue Condensed sets the visual tone for the 3M Brand Identity System. See specific applications for proper usage (size, weight, spacing, etc.). Do not italicize when used as part of a montage.

Arial Narrow
Arial Narrow Bold

Internal Applications

Use for internal applications such as Microsoft® Word or PowerPoint® and for headings on 3M Web sites. All 3M Web site text must be rendered in one of the styles included in the 3M.com web developer's guidelines.

Verdana
Verdana Bold

Web and Online Applications

Use for body copy on 3M Web sites. All 3M Web site text must be rendered in one of the styles included in the 3M.com web developer's guidelines.

Times Roman
Times Italic

Times Bold
Times Bold Italic

Sherif Font

Times Roman or Times New Roman may be used sparingly, generally limited to long blocks of body copy in print applications.

Building a corporate image

1. **Differentiation**. Too many brands look too much alike. We need to offer something different.

2. **Relevance**.Brands need to transmit important messages, connect with consumers' interests and passions. Understand their aspirations.

3. **Coherence**. All brands need to be coherent in what they say, how they say it and what they do.

4. **Esteem**. Brand reputation is all in the viewer's eye...

Auto-leveling. To the rescue.

Because nothing good can ever come from eyeballing it, Black & Decker created the BullsEye.™
Use it to find studs then hang it on your wall and follow the automatically level laser line to hang shelves or pictures evenly.
See our family of lasers at www.BlackandDecker.com.

BULLS EYE™

BLACK & DECKER®

history in brief.

HISTORY
FILES
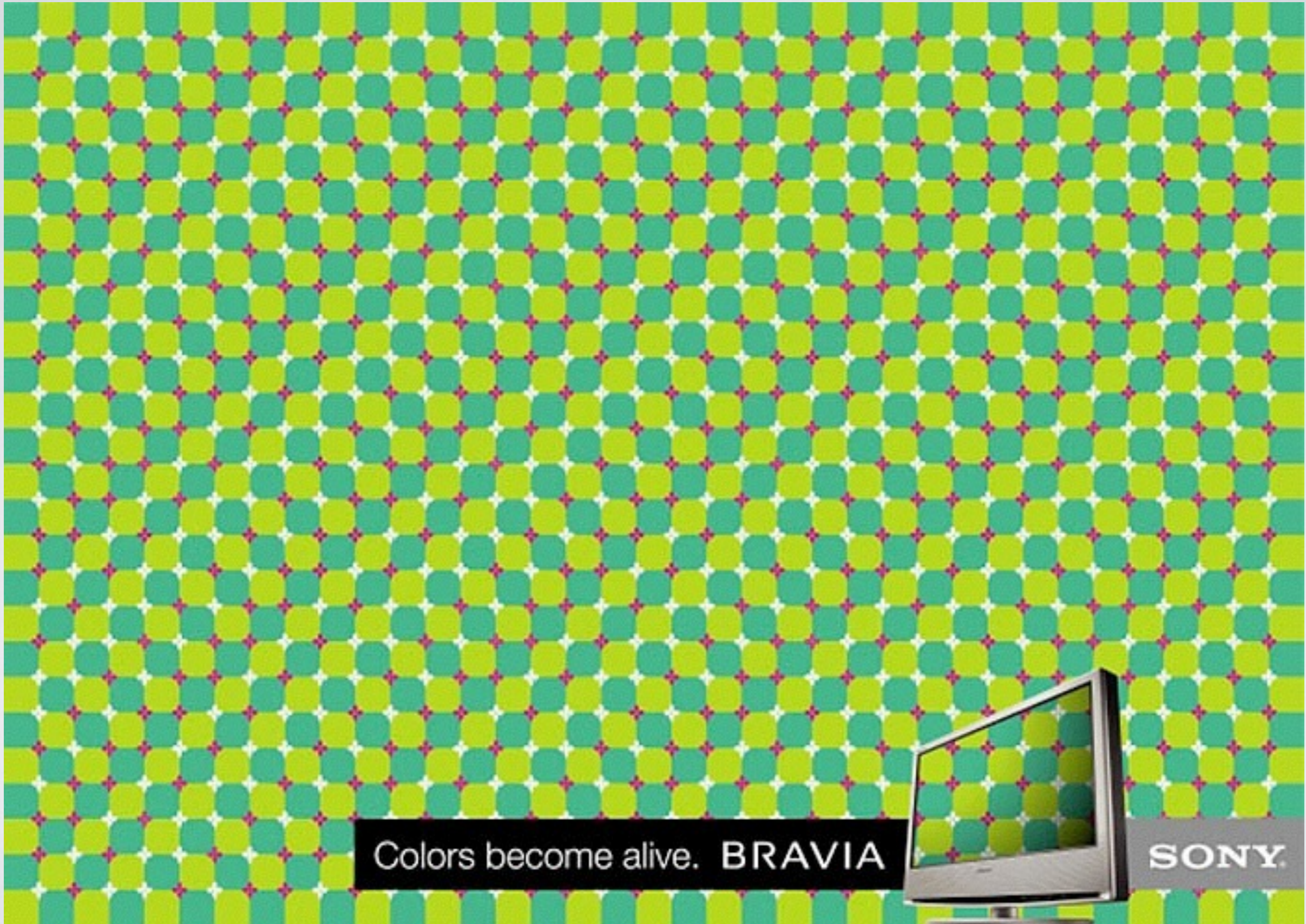
Colors become alive. BRAVIA

SONY

Colors become alive. BRAVIA
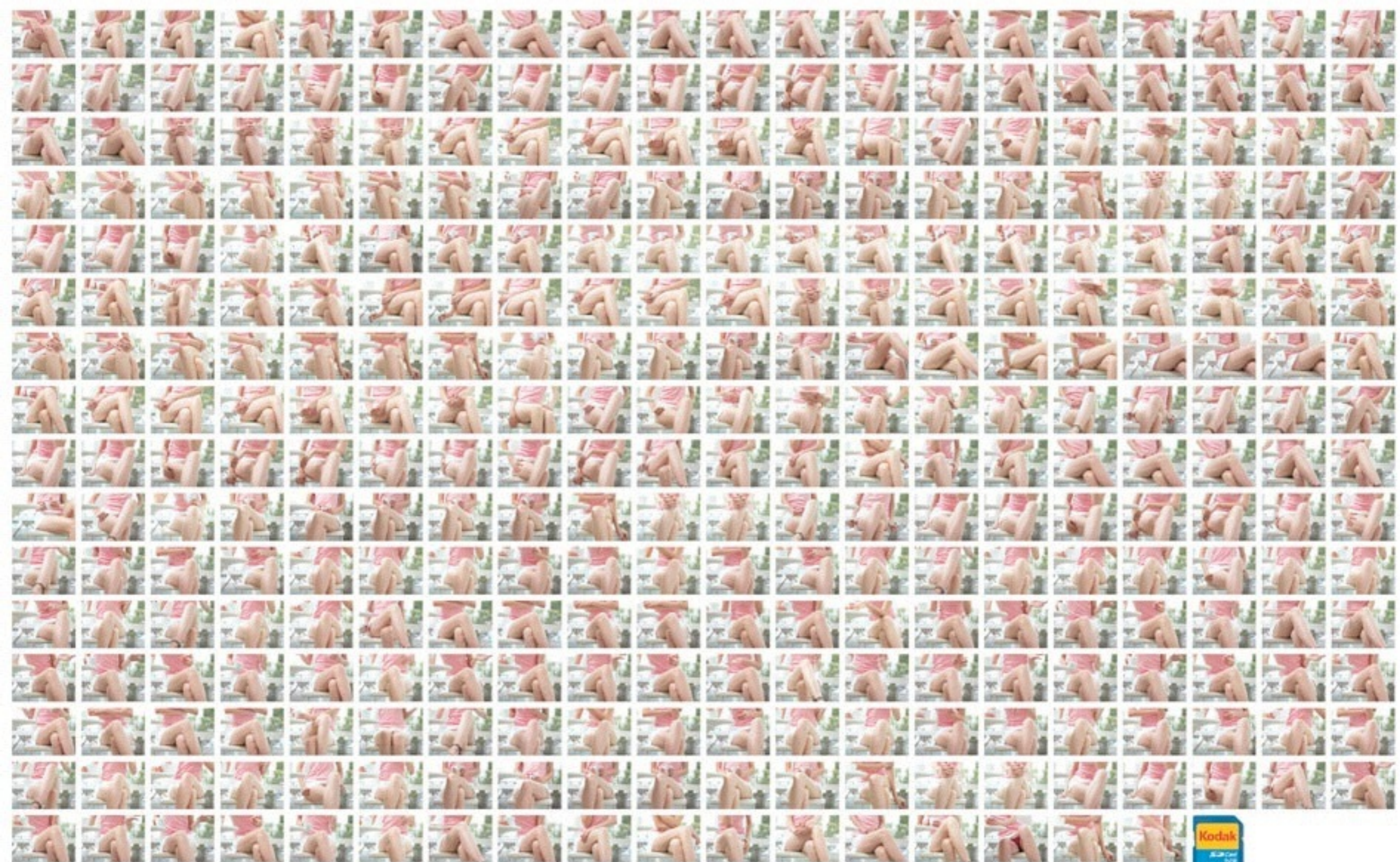
SONY

More shots,
more chances.

Kodak

More shots,
more chances.

It's a sin.

MAGNUM

Some like it smooth.

Some like it rough.

MAGNUM

GUITAR

MTV. Music Trademark.

SEX

MTV. Music Trademark.

DAN UP,
TO THE VERY LAST DROP.

DANONE

DAN UP.
TO THE VERY LAST DROP.

DANONE

reinforced steel structure in the whole range

smart

SIEMENS

The quietest vacuum cleaner in its class: technopower sound & silence.

Siemens. The future moving in.

Small but tough. Polo.

$28

$7

Zoo
Get much more for much less
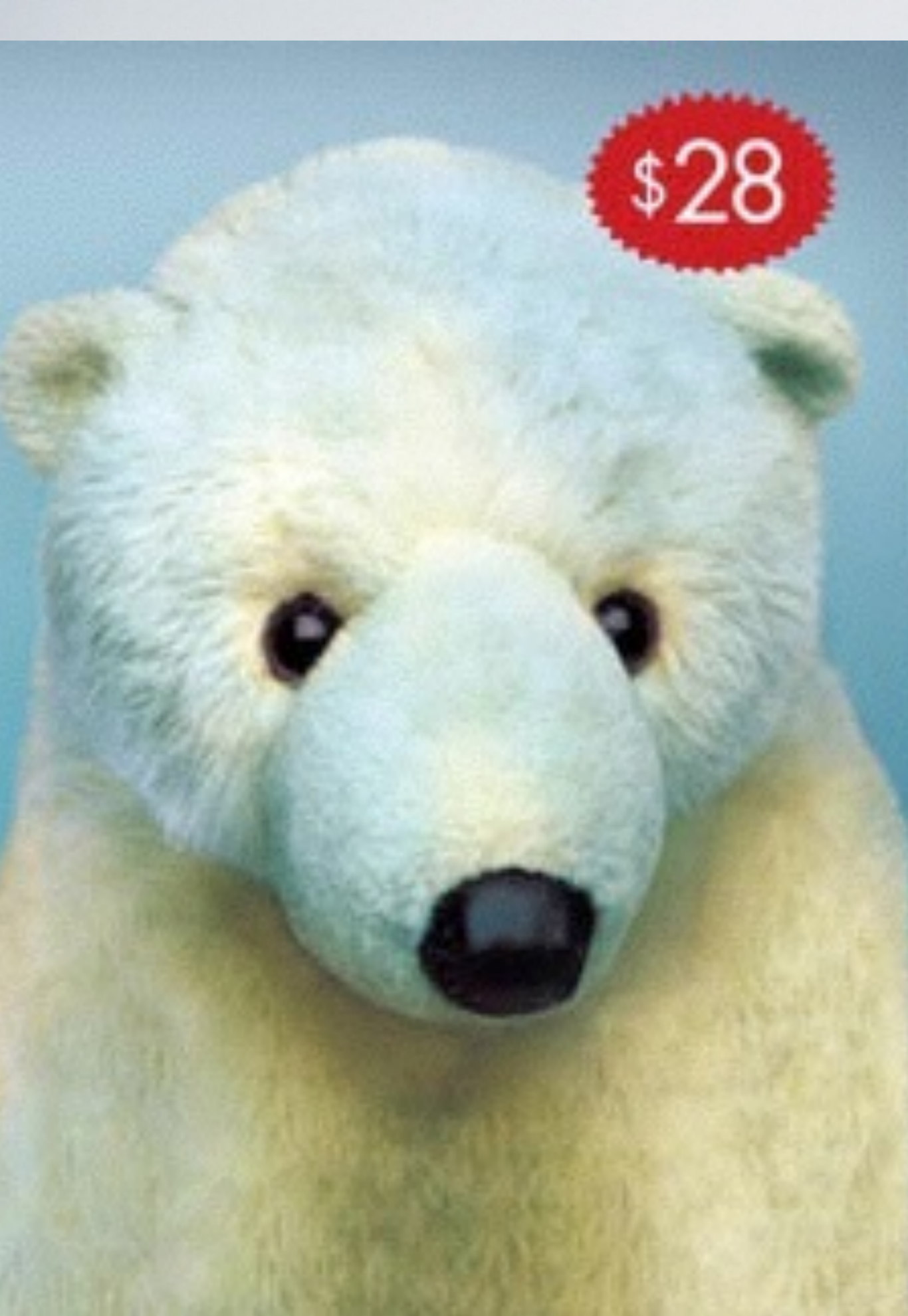
...I'M TWENTY TWO, BRUNETTE AND HOT...

Nobody needs to know your business.

KEEPITPRIVATE.FI

ELVIS
THE KING

VINYL NEVER DIES
New vinyl section at fnac
fnac
www.fnac.es

The Very Best Of
The doors
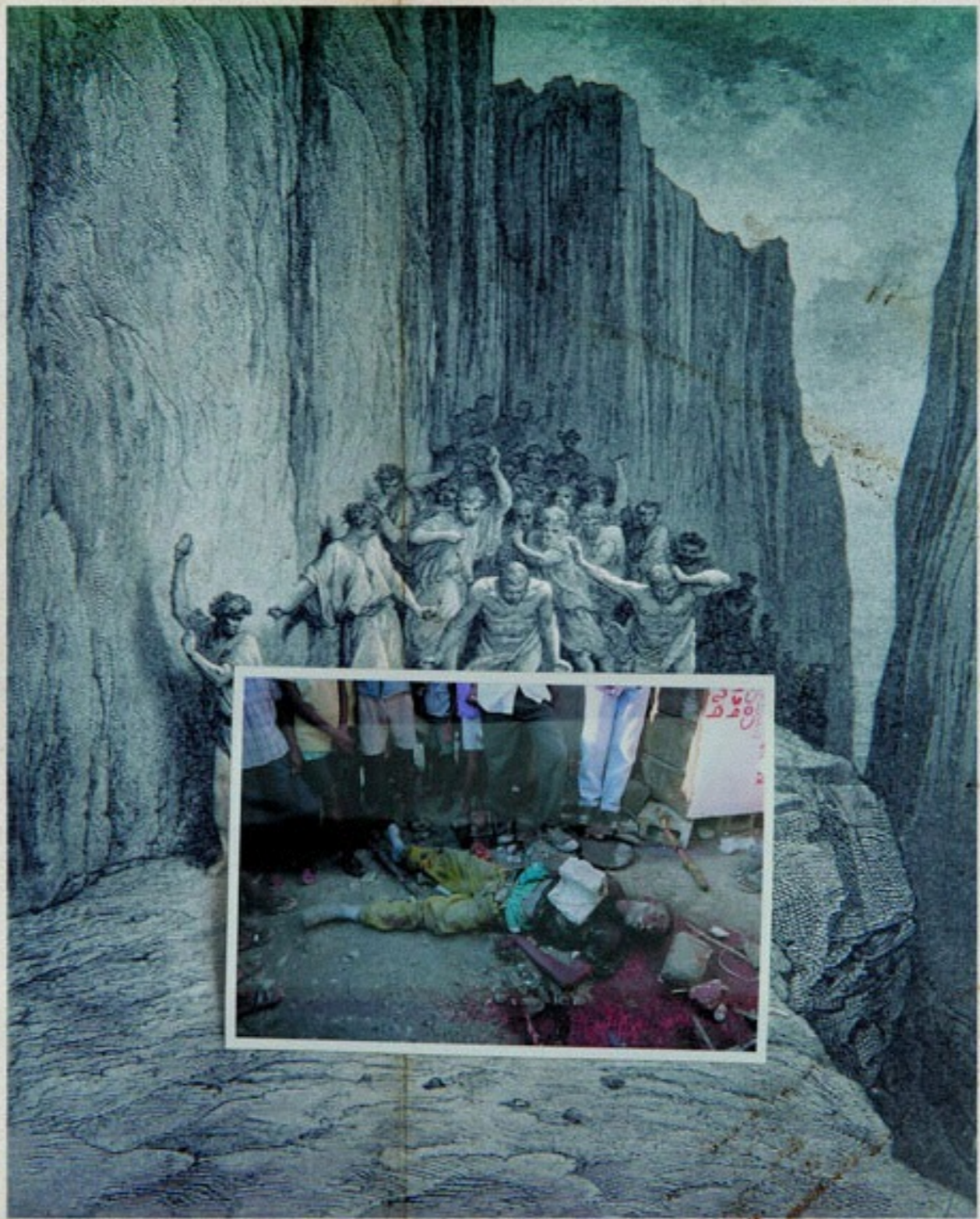
Vinyl never Dies
New vinyl section at fnac
fnac
www.fnac.es

The death penalty comes from another age.
There are still 76 countries that apply it.

Amnesty International

The death penalty comes from another age.
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Amnesty International

Implantes e próteses dentais.

murilo rangel
odontologia especializada

Ninguém é feliz
de verdade se não
pode sorrir.

Av. Rio Branco, 1079, Centro. (73) 3525 7055

Responsável técnico: Murilo Costa Rangl Pinheiro - especialista em prótese dentária - CRO-BA 6612

Livros mudam vidas.
Doe livros.

Mais livros
Mais livres

UMA INICIATIVA RBSTV

Você foi o personagem principal para que a história de nossa campanha em 2007 tivesse mais um final feliz. Foi só porque você doou e se doou que arrecadamos muitos livros e criamos o primeiro Espaço do Saber na comunidade Jardim Zanelatto (São José-SC). Através da sua doação, da iniciativa da RBSTV e Lumis Construtora, do apoio do Corpo de Bombeiros de SC, Uni Yôga, Rádio Grupo Litoral PX, Câmara Catarinense do Livro (CCL) e Yo Propaganda, muitas vidas vão mudar. Obrigado !

Livros mudam vidas.
Doe livros.

Mais livros
Mais livres

UMA INICIATIVA   RBS TV

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If it's not fixed by the one who made it, it probably won't work

CHEVROLET OFFICIAL SERVICE CENTER. NOBODY KNOWS BETTER YOUR CHEVROLET THAN ITS CREATORS.

CHEVROLET

Live beyond the kitchen. Effortless recipes at www.tarladalal.com

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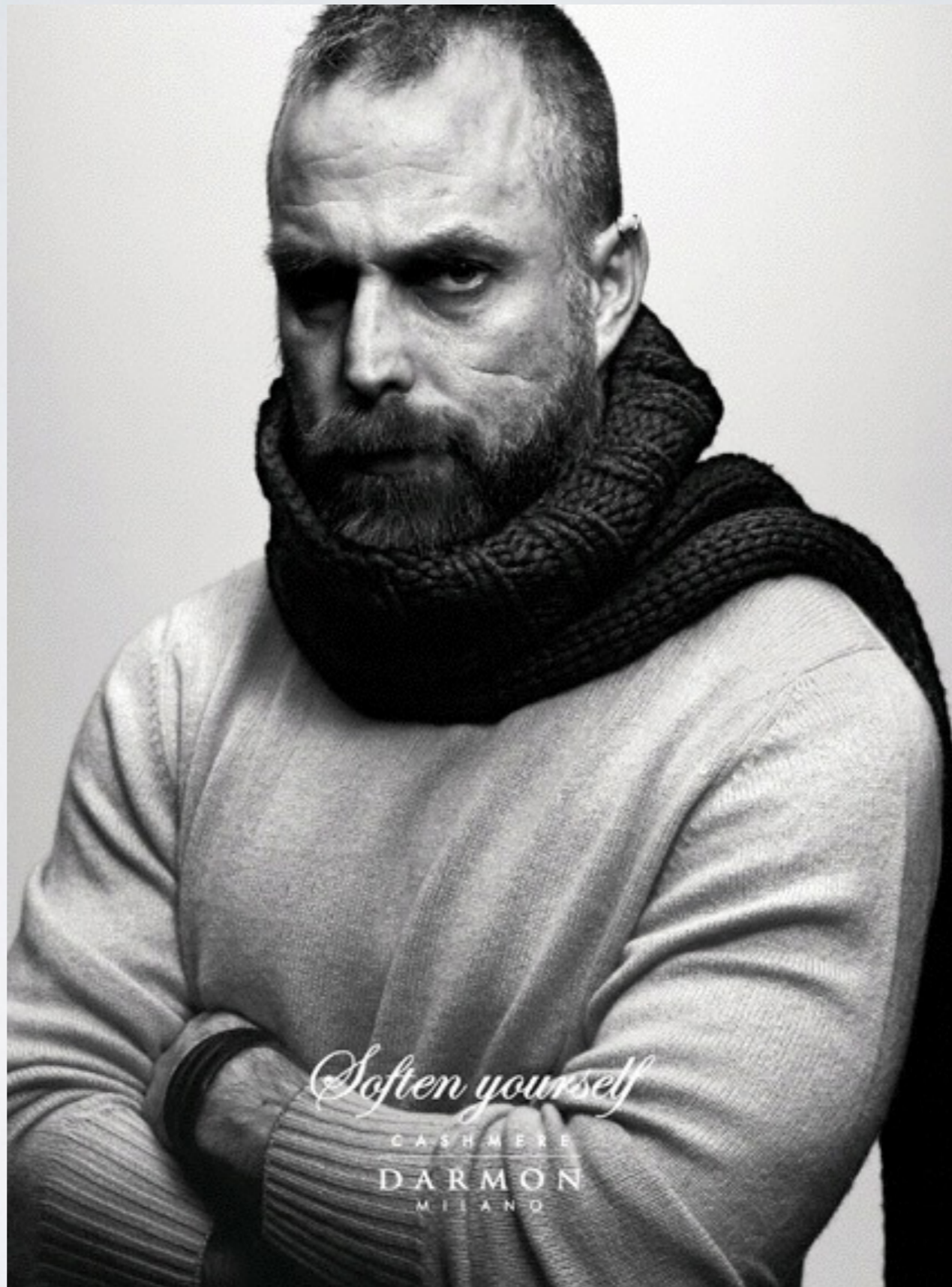
LITTER
AND YOU'RE
RUBBISH
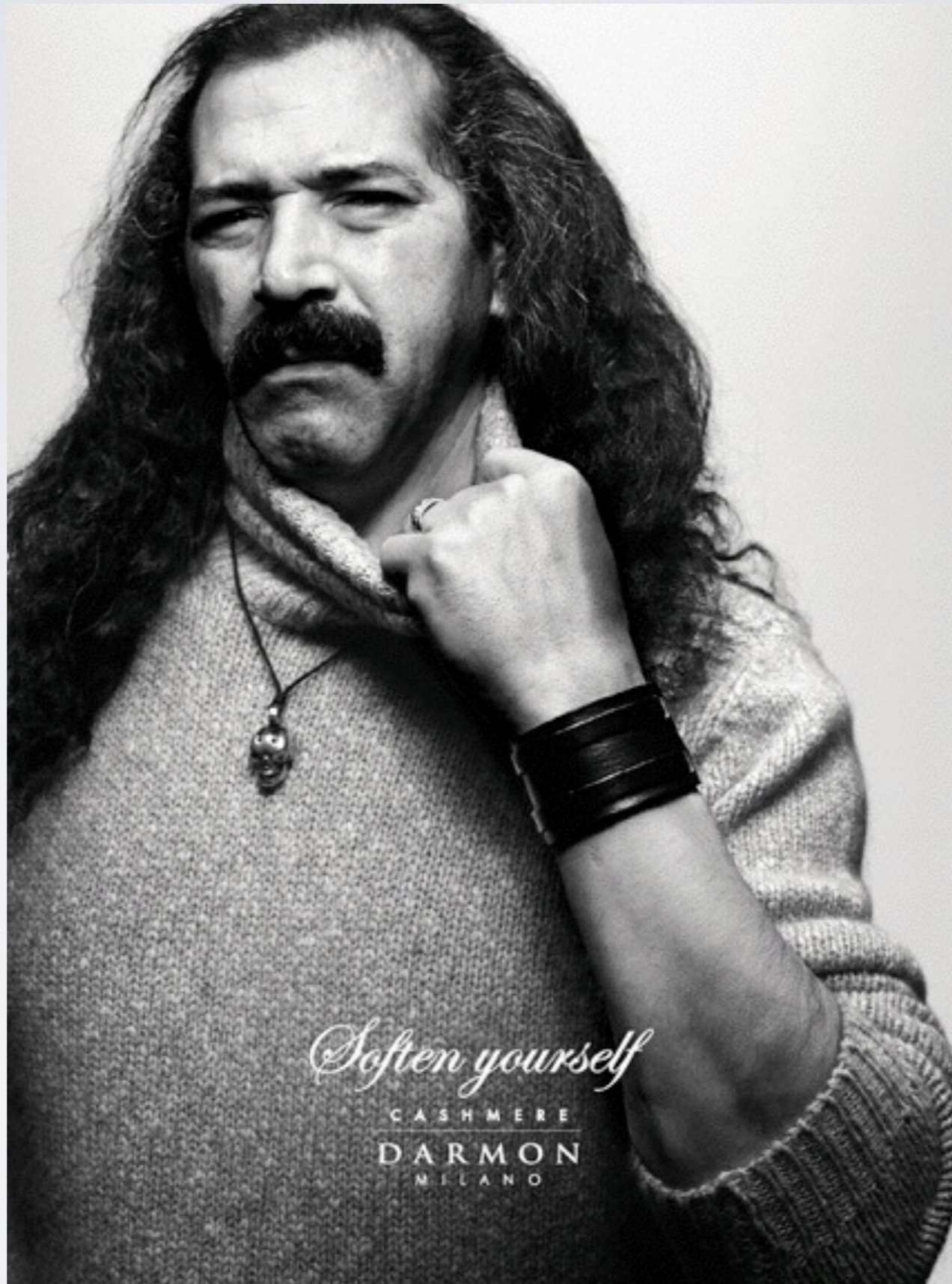
Keep
Australia
Beautiful
WA

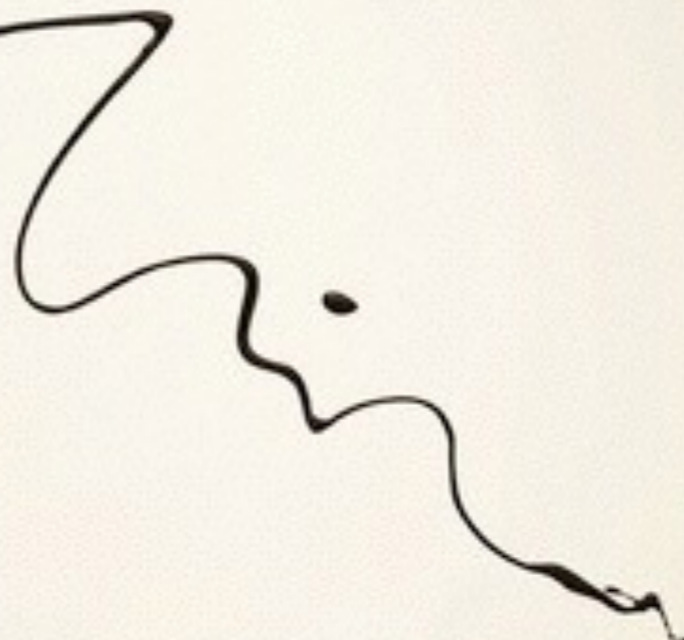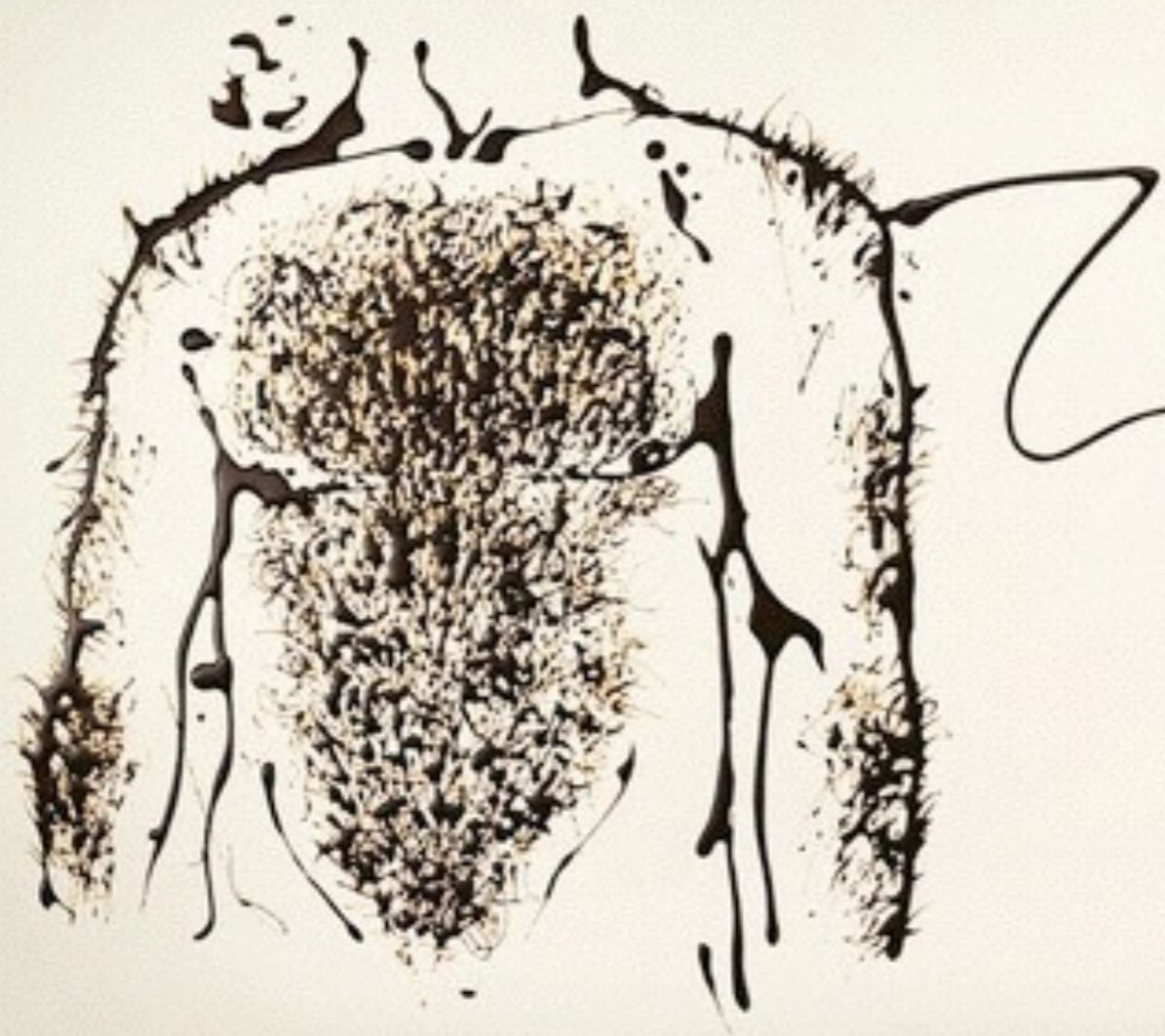Soften yourself
CASHMERE
DARMON
MILANO
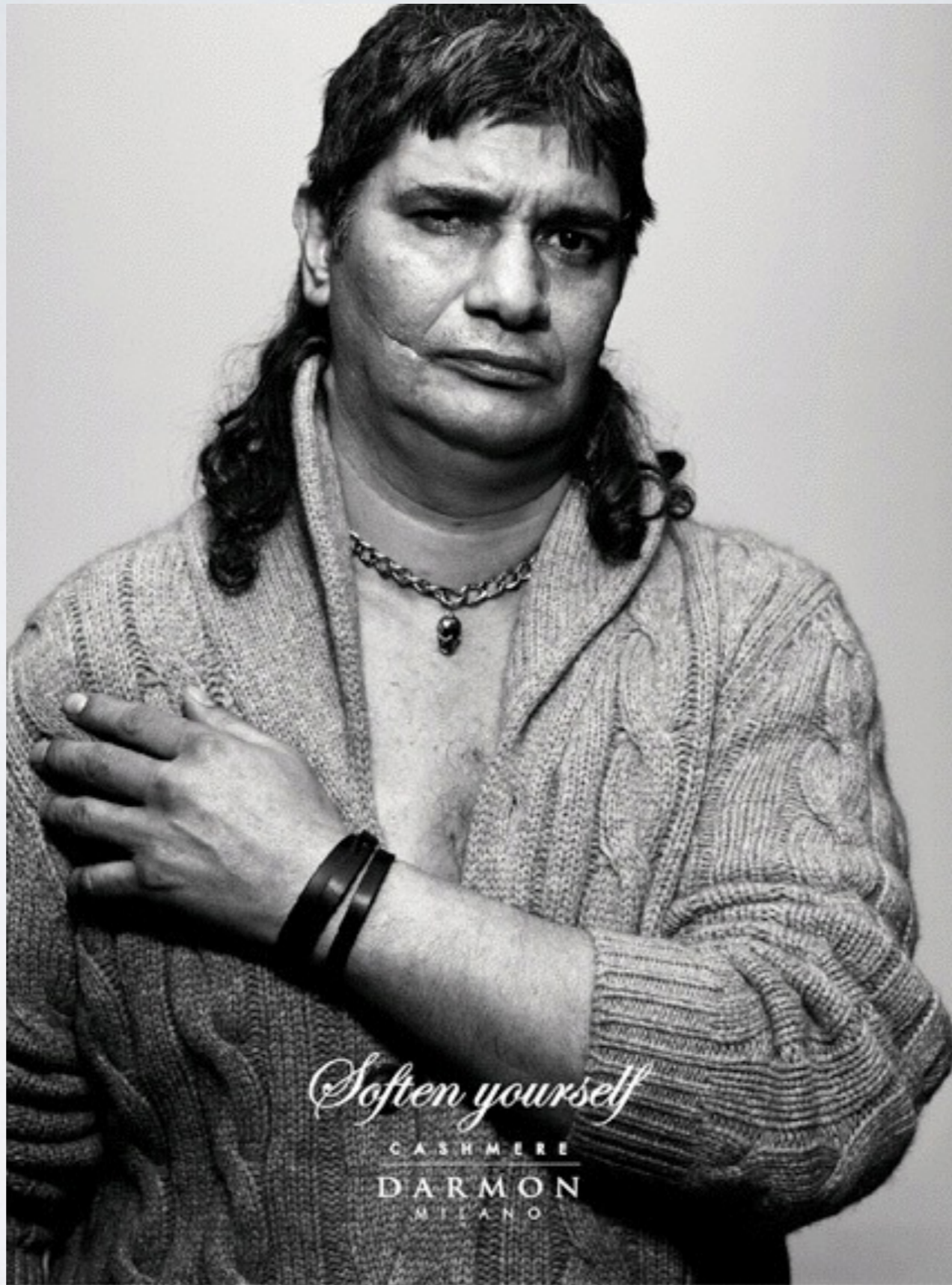
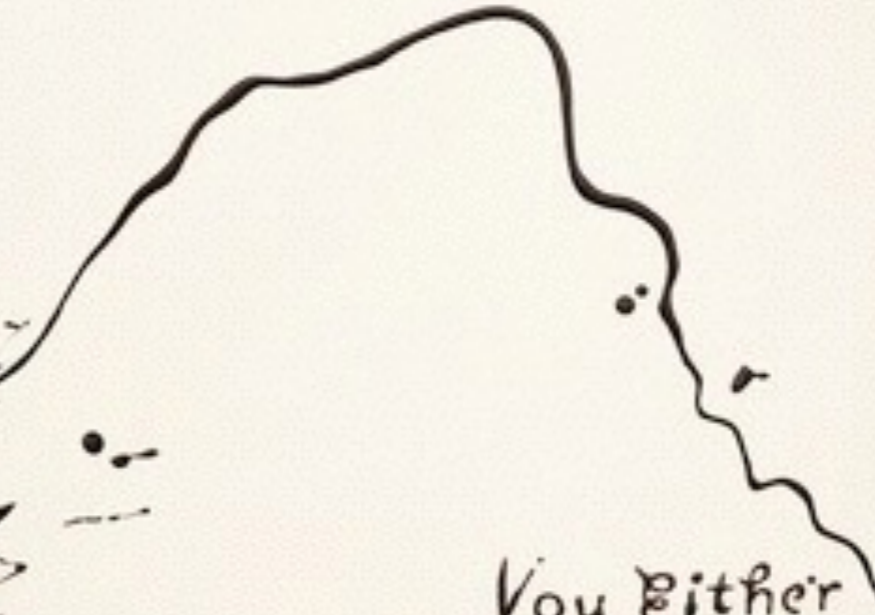Soften yourself

CASHMERE

DARMON
MILANO

Soften yourself

CASHMERE

DARMON
MILANO

You Either
Love it or hate it.

You either Love it or hate it.

You either Love it or hate it.

You either Love it or hate it.

You either Love it or hate it.
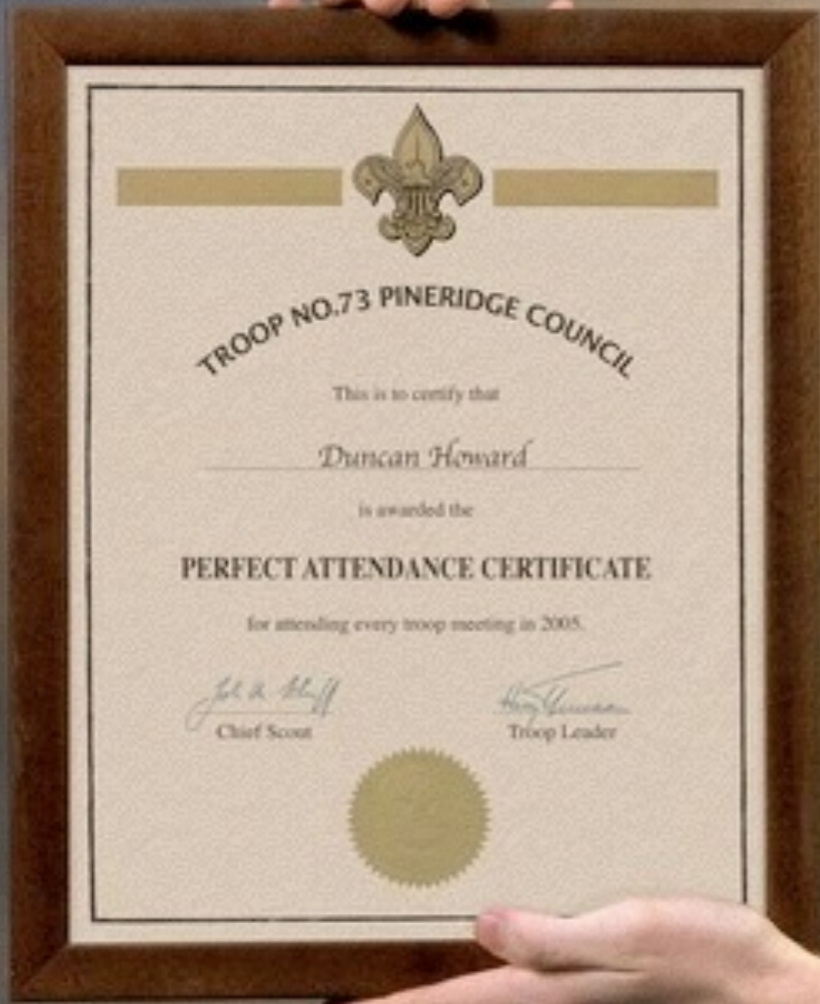
THE ANALGESIC FOR CHILDREN'S HEADACHE

This Times Square interactive billboard allowed people to use their cell phones to text in their opinion and see their votes tallied on digital displays in real time.

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BTH wanted to recruit students to their technical educations. The mailing was sent to reserves on competing technical universities.

When the recipient successfully assembled the phone parts together, the recipient immediately recieved an SMS with the following message: "Hi! You seem to be technical. Call us at BTH. 0455385040."

The number went to BTH, who had a team ready to sell BTH as a great place to study.