



Getting Your Brand Message Out—A MarCom Tip from MarCom Point.Solutions

Getting connected to your clients and employees depends on how they feel about the company. How they feel about the company depends on the emotions evoked from the messaging that positions the brand, the tag line, logomark and color(s).

Building brand awareness internally first cements loyalty and brings the message externally, naturally. How your clients feel about your company is based on the identity you portray in the marketplace. Implementing and adhering to a Corporate Identity System helps build and establish recognition for your company. **It's what builds a strong brand.**

A **Corporate Identity System and Guidelines** protects and reinforces your company brand. It ensures that whenever anyone is looking at any communications issued by your company they can easily be identified. Every employee in your company bears responsibility for adhering to the corporate identity to ensure a consistent brand message—every employee is a brand champion.



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