



Your Corporate Identity Speaks Volumes—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 logomark, color(s), tag line, and messaging that positions the brand.

Building the brand 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.**

Defining the company attributes—the brand—starts to uncover the foundation of the value proposition—the life force of the messaging. What do you say? How do you say it? What does it look like? 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.

The creative process in marketing communications, brand building, and corporate identity is a highly balanced combination of acrobatics—a **precise intersection point between strategy, implementation, and creativity**—to establish the emotional connection that influences the buy *and* loyalty. It's creativity with a bottom-line fixation. It's persuasive writing. It's Messaging with a Point.

Visit www.marcomsolutionsguru.com or contact info@marcomsolutionsguru.com for more information on Corporate Identity Speaks.



marcomsolutionsguru.com

○ 770.916.0811 M 404.313.0286 F 530.323.8252 E jackie@marcomsolutionsguru.com A 4050 Columns Drive Marietta, GA 30067

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