


Brand perceived emotional
corporate images as a whole

Identity visual aspects that form part
of the overall brand

Logo identifies a business in its simplest
form via the use of a mark

An advertisement for Emirates featuring three flight attendants in their signature red and white uniforms. The central figure is a woman with a bright smile, wearing a red pillbox hat and a white scarf. To her left, another woman is shown in profile, also smiling. To her right, a third woman is visible, also in uniform. The background is a blurred airport terminal with large windows.

Emirates Hello Tomorrow

Where will
Tomorrow
take you?

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The fundamental idea and core concept behind having a 'corporate image' is that everything a company does, everything it owns and everything it produces should reflect the values and aims of the business as a whole.



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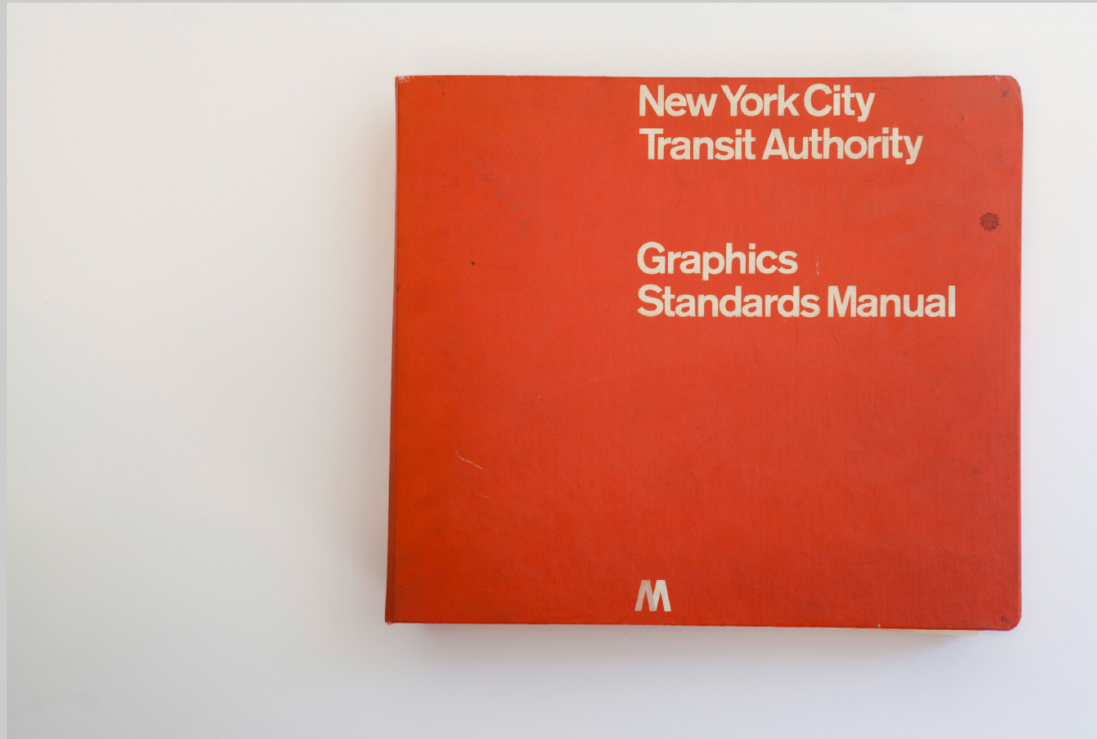
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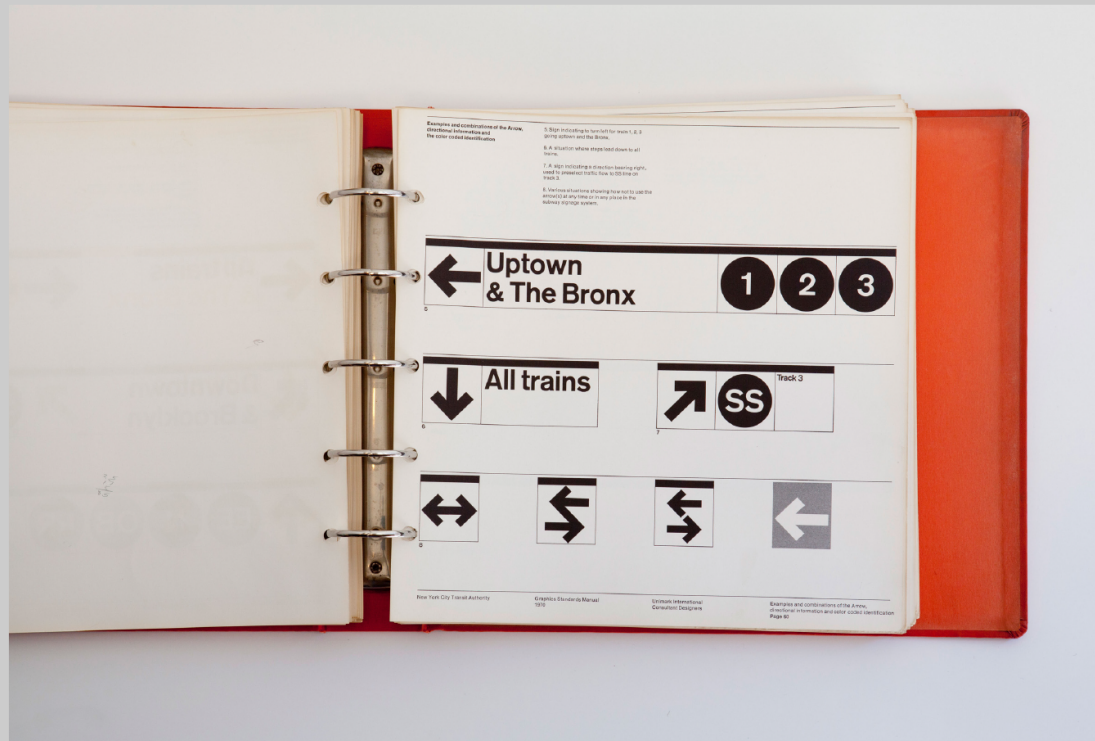
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Identity

visual aspects that form part of the overall brand

Is based around the visual devices used within a company, usually assembled within a set of guidelines. These guidelines that make up an identity usually administer how the identity is applied throughout a variety of mediums.



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Royal Mail
Logo Overview

Icon Magazine Rethink

Logotype



— 1 Primary Logotype
— 2 Secondary Logotype
— 3 Crown Marking



Colour



— 1 Primary Colour Palette
— 2 Secondary Colour Palette

Typography

RM Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£\$%!?,;:()-

Aa Gg
Bb Hh
Cc Ii
Dd Jj
Ee Kk
Ff Ll

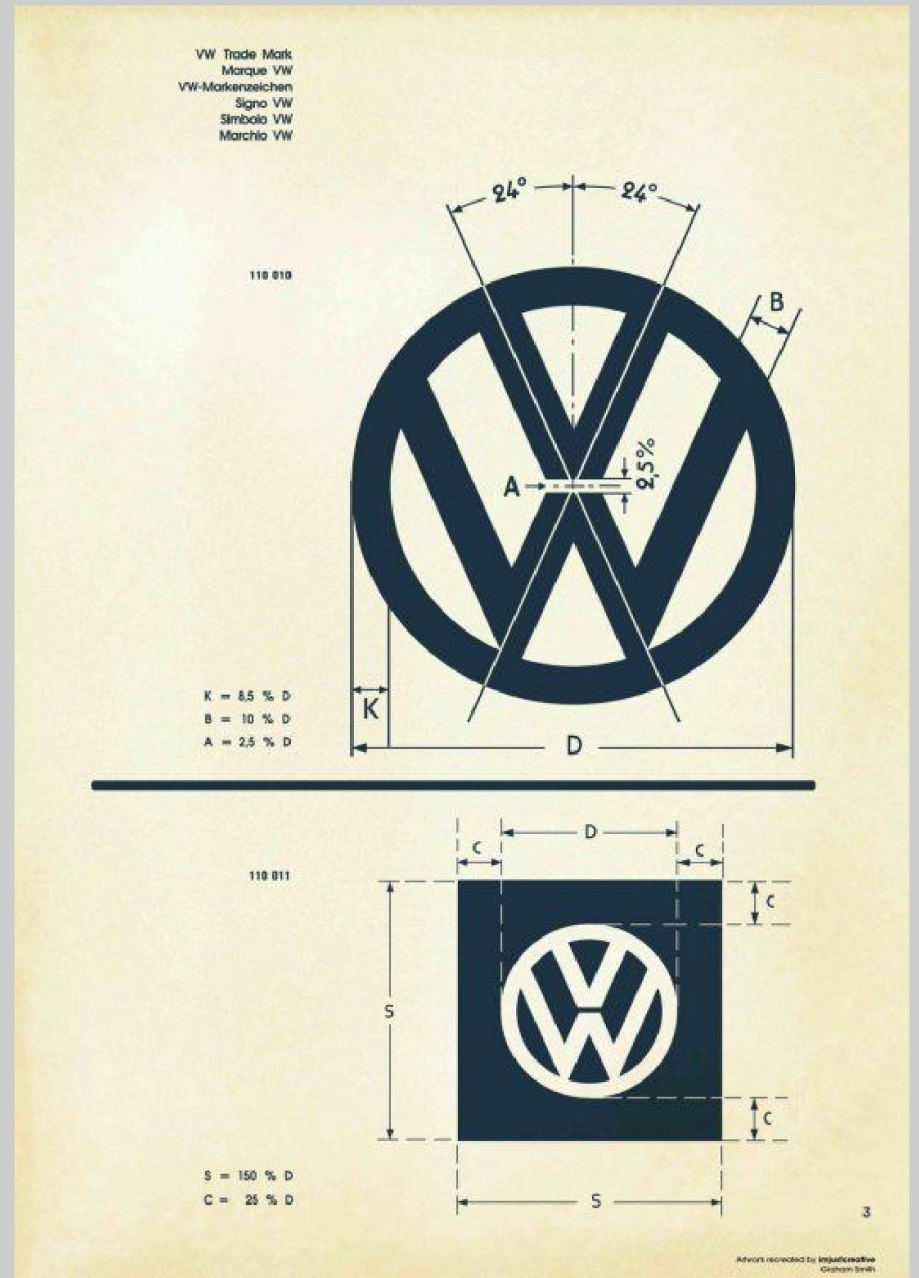
Transportation



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A Logo (The symbol of the entire identity & brand)

Stationery (Letterhead + business card + envelopes, etc.)

Marketing Collateral (Flyers, brochures, books, websites, etc.)

Products & Packaging (Products sold and the packaging in which they come in)

Apparel Design (Tangible clothing items that are worn by employees)

Signage (Interior & exterior design)

Messages & Actions (Messages via indirect or direct modes of communication)

Other Communication (Audio, smell, touch, etc.)

Anything visual that represents the business.

Identity visual aspects that form part of the overall brand

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The logo identifies a business or product in its simplest form.

Logo identifies a business in its simplest form via the use of a mark

A logo does not sell the company directly nor rarely does it describe a business. Logos derive their meaning from the quality of the thing it symbolises, not the other way around – logos are there to identify, not to explain. In a nutshell, what a logo means is more important than what it looks like.



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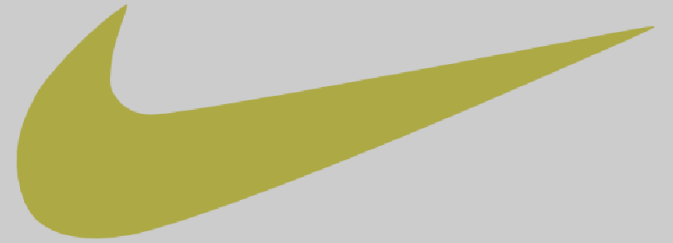
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Coca-Cola



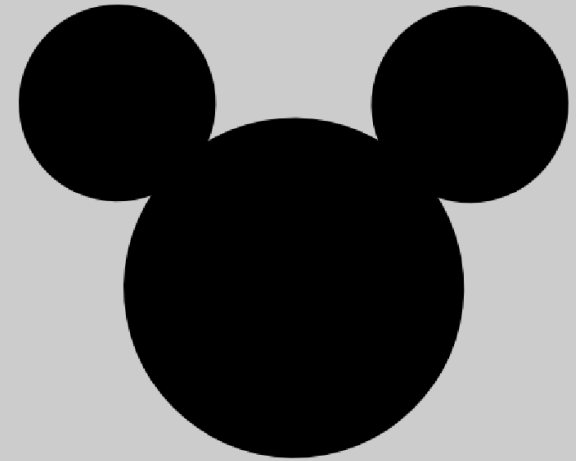
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Logo: Symbolic Iconic

Icons and symbols are compelling yet uncomplicated images that are emblematic of a particular company or product. They use imagery that conveys a literal or abstract representation of your organization. Symbols are less direct than straight text, leaving room for broader interpretation of what the organization represents.



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amazon.com[®]

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The FedEx logo is displayed in a bold, sans-serif typeface. The word "Fed" is rendered in a dark blue color, while "Ex" is rendered in a bright orange color. The letters are thick and blocky, with a consistent weight throughout.

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FedEx

فیدیکس



Logo: Combination Mark

Combination Marks are graphics with both text and a symbol/icon that signifies the brand image that you wish to project for your company or organization. Concise text can complement an icon or symbol, providing supplemental clarity as to what your enterprise is all about.

Logo

Color

Logo

Black and White

Logo

Negative

Deliverables