Brand
perceived emotional
corporate images a s 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

Brand

perceived emotional
corporate images as whole

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.

Brand perceived emotional corporate images as whole

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.

Brand perceived emotional corporate images as whole

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.

Brand perceived emotional corporate images as whole

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.

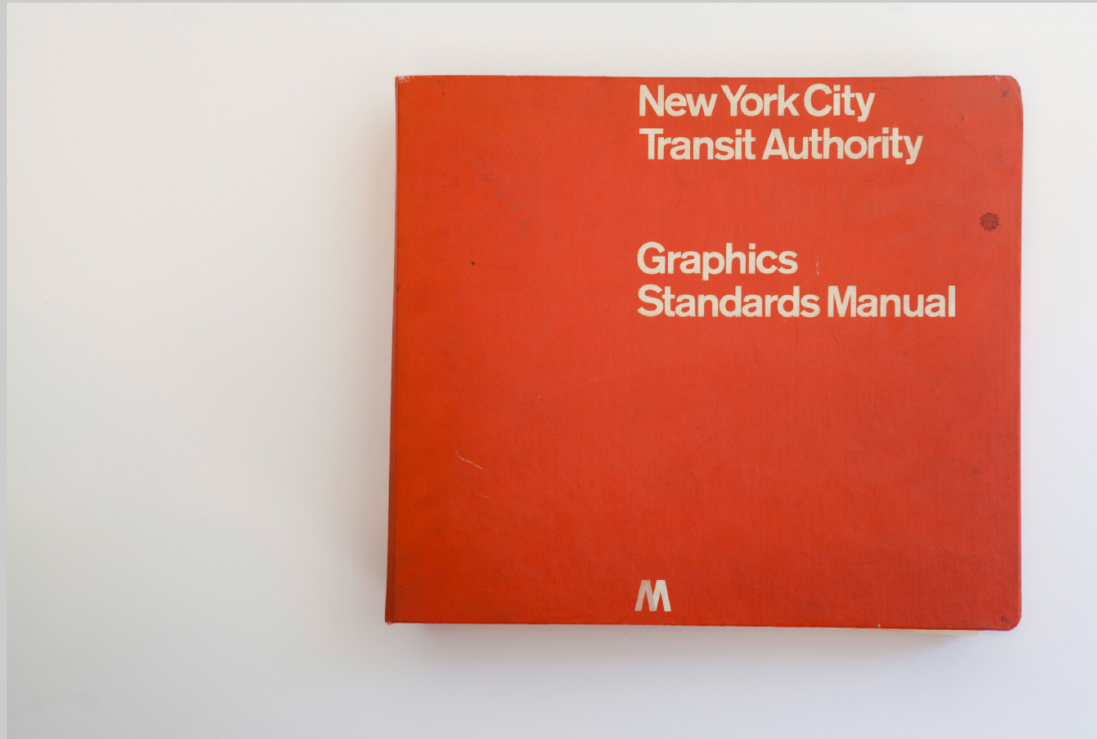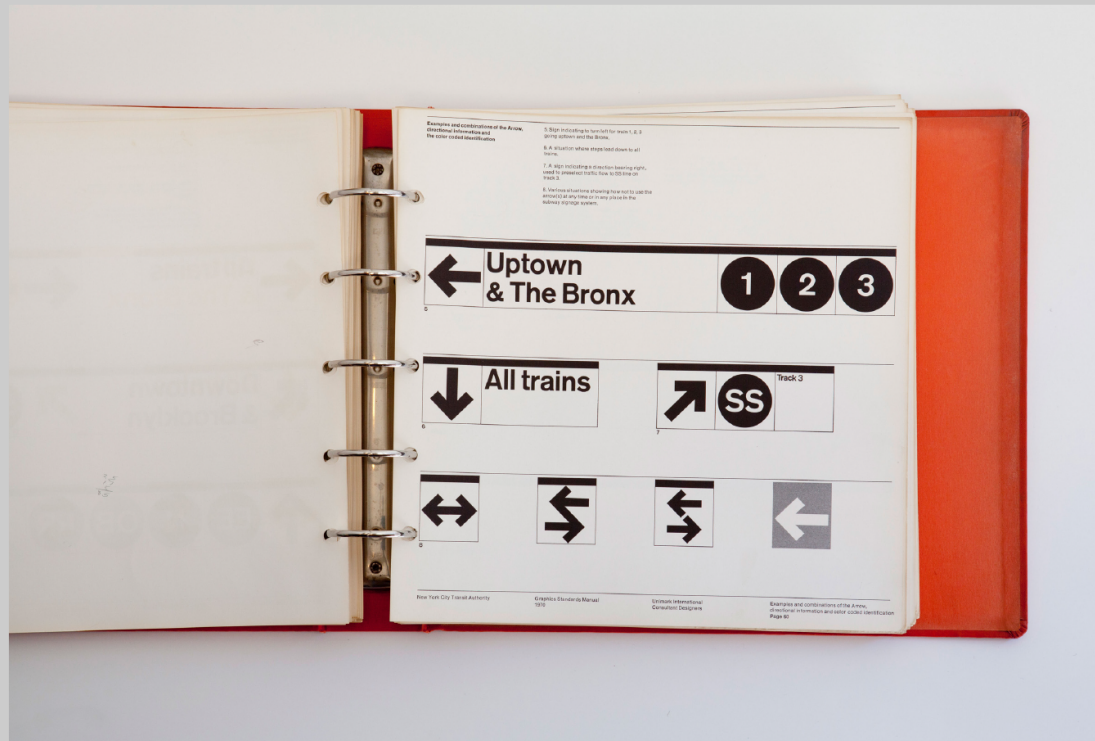# Brand perceived emotional corporate images as whole

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.

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.

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.

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.

Identity

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.

Logotype

Colour

Typography

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

Transportation

Identity

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.

VW Trade Mark
Marque VW
VW-Markenzeichen
Signo VW
Simbolo VW
Marchio VW

110 010

24° 24°

B

2,5 %

A

K = 8,5 % D
B = 10 % D
A = 2,5 % D

K

D

110 011

C   D   C

C

S

C

S = 150 % D
C = 25 % D

S

3

Artwork recreated by imjustcreative
©Graham Smith
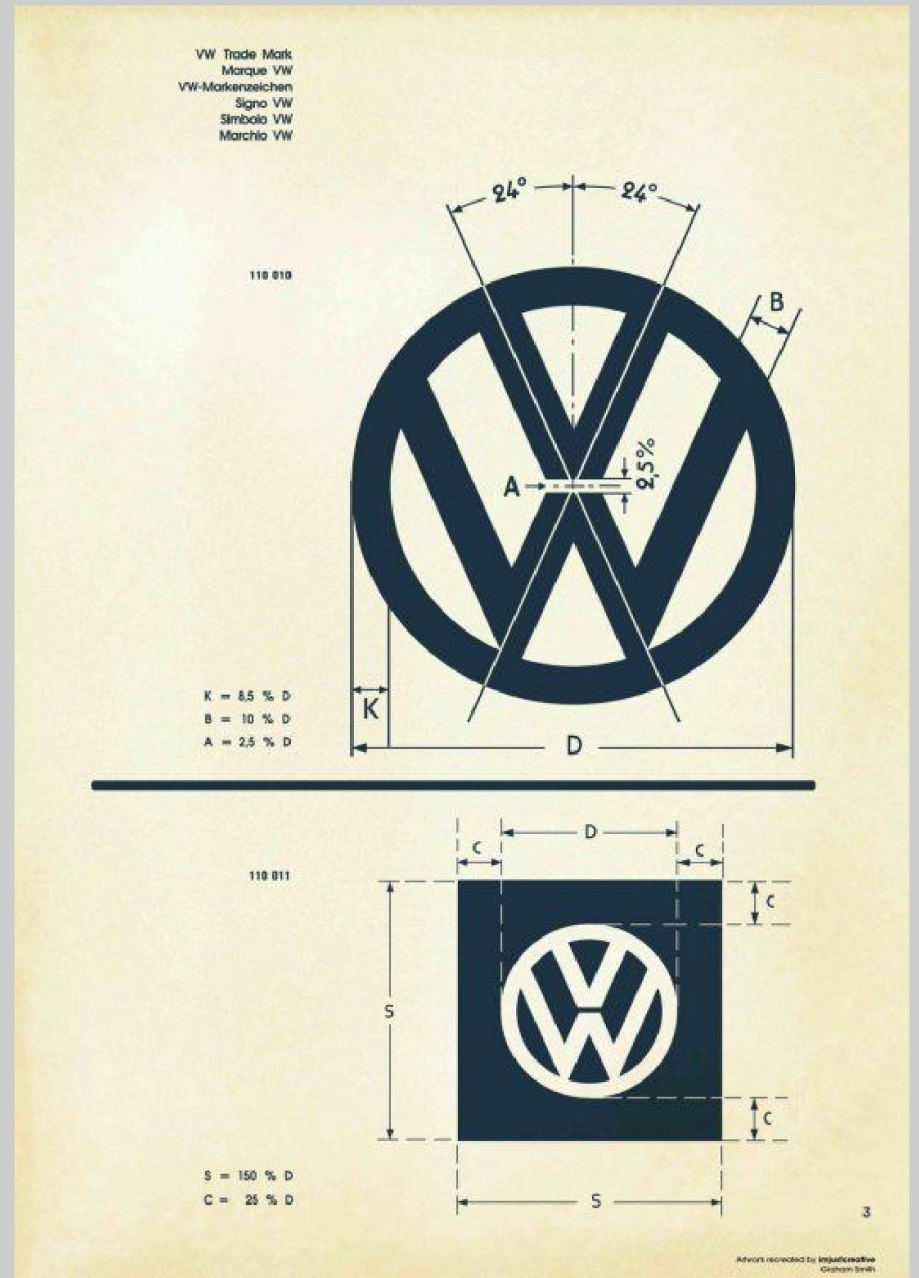
A Logo (The symbol of the entire identity & brand)
Stationery (Letterhead + business card + envelopes, etc.)
Marketing Collateral (Flyers, brochures, books, websites, etc.)
Products & Packaging (Products sold and the packaging in which they come in)
Apparel Design (Tangible clothing items that are worn 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

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.

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. Logo's derive their meaning from the quality of the thing it symbolises, not the other way around – logos are there to identity, not to explain. In a nutshell, what a logo means is more important than what it looks like.

Logo

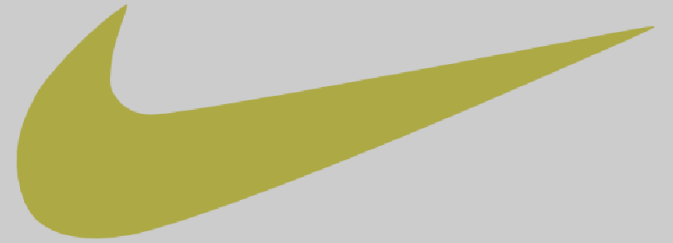identifies a business in its simplest form via the use of a mark

A logo does not sell the company directly nor rarely does it describe a business. Logo's derive their meaning from the quality of the thing it symbolises, not the other way around – logos are there to identity, not to explain. In a nutshell, what a logo means is more important than what it looks like.
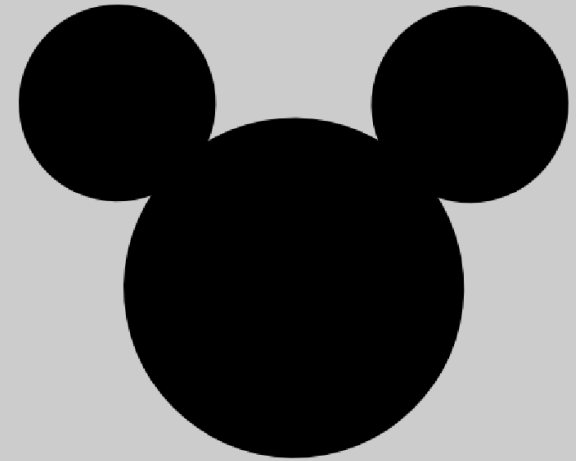
Logo identifies a business in its simplest form via the use of a mark

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

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.

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.

Logo:Logotype

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.

FedEx

Logo:Logotype

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.

تكسي قبضه

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 Logo **Logo**

Color   **Black and White**   Negative

Deliverables