

5. **REDUCE THE INFLUENCE OF EXTERNAL SUPPLIERS** - if a corporation does not have an established image policy it becomes a prisoner to the differing tastes of its suppliers. Printers decide which paper, font, colours, etc would be best; advertisers decide how to best project their image; and architects dictate what building design and signage would best suit their need. By setting strict image standards and guidelines the corporation would maintain control over decisions regarding its identity. Printers, advertisers and architects would have to work within set parameters or risk losing the business. This has important legal implications as well - if a corporation has provided predetermined specifications they are not bound to pay for work that does not comply to these specs.
6. **MAINTAIN CONSISTENCY** - if corporations rely on suppliers to project their image for them, the result of this may be quality work but it will also likely be a mishmash of images. A coherent image policy would ensure that there is some consistency in the projection of the corporate identity - this is particularly important for large multinational firms. "Travellers notice ads and signs from their home country when they travel. When these have a similar look and are compatible with what such travellers are accustomed to, it builds respect for the size and solidity of the corporation." (Garbett p. 223) AMOCO, a gasoline service chain in the United States, is a good example of a corporation whose identity was consistently inconsistent. All of its service stations across the USA were different. Once the decision was made to develop and follow a Corporate Image Program, AMOCO saw its business increase 300% over five years. (Selame p.192)
7. **ENSURE COHERENT COMMUNICATIONS** - by having predetermined ways of preparing internal and external communications, a corporation reduces the risk of misunderstandings between individuals. In the age of antagonistic press and interest groups, the importance of getting information disseminated in a careful and controlled manner cannot be underestimated. Given today's technological environment however, the speed of response is also very important to the reputation of a firm. In either case having set procedures, forms, etc can ensure that information given is consistent, quick, correct, and monitorable.
8. **DAMAGE CONTROL** - unfortunately corporations have faced crises of one type or another that have negatively effected their image. One high profile examples of this is the Johnson & Johnson Tylenol crisis. J&J feared extreme criticism and loss of public esteem and support. In an effort to counter this they elicited the assistance of their image consultants and prepared to follow the direction of a new image policy. J&J's image policy was designed specifically to focus customer attention on their new "secure"