

"A Corporate Identity Program is a set of strategic business decisions reflected in the physical artifacts of the corporation, from business cards to trucks, and every communication the company distributes, from its internal newsletters to its ads and annual reports." (Simpson, p.1)

3. WHAT ARE CORPORATE IMAGE POLICIES?

Once management agrees to the overall image program, the next step is usually to coordinate the **corporate image policies**. These policies deal with the tangible aspects of a company image. In particular, they deal with the visual identity or general impression of the firm.

An organization has many points of contact with the public at large. These include its offices, its vehicles, its publications, its advertising and promotions, its products, its packaging, its stationary, its forms, its uniforms, its signs, and its logos and symbols. Image policies target these points of contact and attempt to positively influence the public's perception of them. How? Firms study their audiences and set **standards** that will ensure their audience sees what they want them to see. These standards reflect such things as; the type face used on signs, the fonts used in letters, the colour of logos, the texture of the material used in packaging, the material used in uniforms, the quality and quantity of advertising, the use of corporate symbols and logos, the postures/gestures/settings/backgrounds shown in publications, etc, etc.

EXAMPLE:

UniRoyal describes their corporate trademark, both in words and by illustration. It is their policy that:

The placement of the lettering within the rectangle as well as the proportions of the rectangle are carefully designed for maximum legibility and visual balance. They should not be altered in any way.

Their policy specifies a minimum size: 'The symbol must not be reproduced in a size smaller than 4" in width.' A drawing makes this point still plainer. It states how the colours should be used, ruling that any exceptions should be cleared by the office of corporate identity. It discusses background colours and specifies the minimum space that must surround the trademark, which is described as 'the area of isolation'. Incorrect uses of the trademark are shown and described and the correct symbol (circled) is shown on a grid. (SEE FIGURE)