



Beyond the Smoke and Mirrors:  
Developing & Maintaining a  
Corporate Image

presented by  
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Today I will be talking about image. For some of you that means a corporate image, for others it means your personal image -- for sole proprietorships.

In all the marketing work I have done over the past 17 years, image always plays a role. Not always logo work. Image goes beyond visuals to how an organization, it's products and services are perceived.... against competitors, in the marketplace.



## What's An Image?

- A perception in the mind's eye
- A brand image

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Image is perception -- it's visual, and it's also in the mind's eye-- what you think , what comes to your mind when you first hear or see something.

Nike

McDonalds

Federal Express

Perception is derived from a person's experiences, mindset, outside influences...

Image is a component of branding and brand marketing.



## Branding Does What?

- Builds and maintains a positive reputation in the marketplace.
- Creates an anchor in our minds- it's a living memory.
- A brand conjures up an image - desired perceptions.

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If I were giving a talk on branding, this is what I would be saying....

Notice the last entry... a successfully managed brand conjures up a desired image-- evokes perceptions and associations beneficial to the brand.

An image is part of a brand. The issues and techniques for managing a brand also apply to managing an image.

When successfully done, the brand has value, and image is an integral part of that value. Hence, trademarks.



## How A Brand is Defined

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The recipient defines  
the brand image.



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First of all, image is actually defined by the way a target market sees/perceives or imagines a brand. This image is the result of people decoding all the signals sent by the brand through its products, services, and communications. So your marketplace as the recipient of messages and signals defines your brand image.



## Your Responsibility

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- Send out messages that define the meaning of the brand and its identity-- its image.



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Your responsibility is to send out messages that define the meaning of the brand.  
You create a identity for the brand-- the brand image.



## Create a Unique Image... Over Time

- the name
- personification
- logo
- origin
- advertising themes
- style and packaging

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It doesn't happen overnight. Takes time and constant work and awareness of how your organization is being perceived. It means keeping in touch with your target market and listening for how people "position" your products and services. What short snippets and generalizations they say about your company.

Personification-- using a person to represent the brand, to convey an image. Priceline.com ads . Can also be animals. Energizer Bunny.

Michael Jordan is his own brand and image. So is Tiger Woods.

Origin-- sometimes can use geographic origin as an image element.

Southwest Airlines

Consider all communications programs as a single communications effort to present a single, unified message



## A Single, Unified Message

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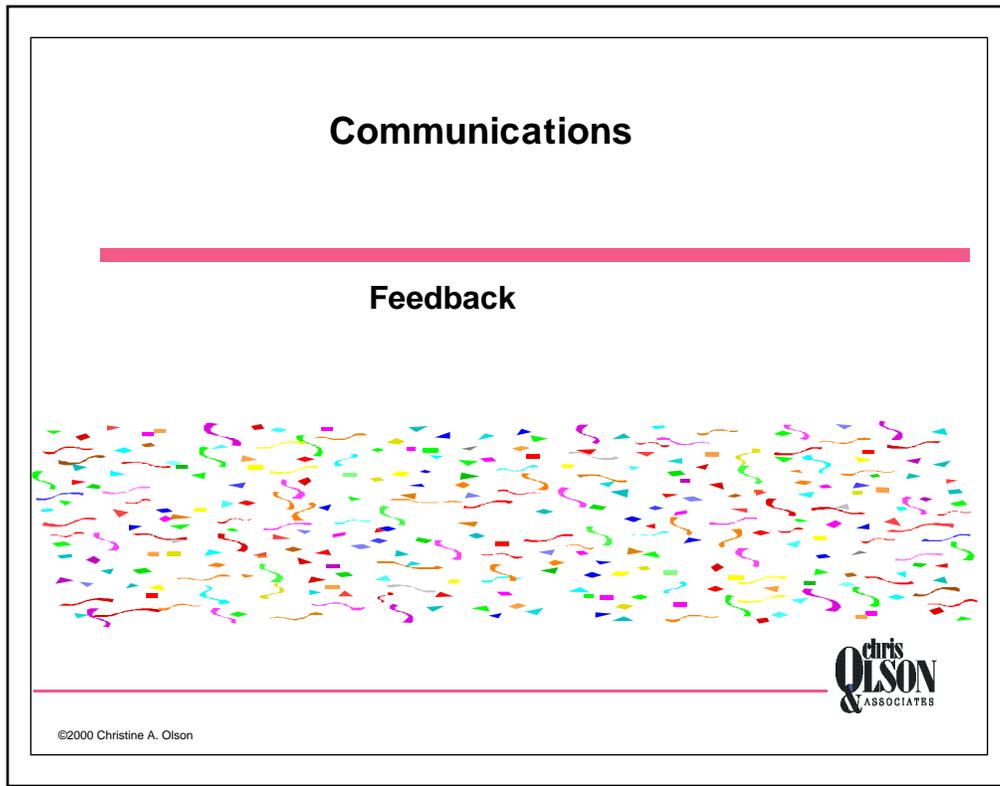
- This is who we are.
- This is what we stand for.
- This is what to expect from us.



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Answer these questions honestly, and you will have identified a positioning strategy for your organization and laid the foundation for your brand image.

In talking about positioning we come back to marketing and targeting market segments. Image is a component of branding. Branding is an objective in marketing and visibility. Can't have one without the other.



Here's the key to all your efforts.

Only have a matter of seconds to get someone's attention-- regardless of medium being used.

Research by Daniel Starch... (Measuring Advertising Readership and Results, 1966)

In order to reach approximately 95% of the readers of a publication, an ad must be repeated--

13 times if 20% of the readers noticed it the first time

8 times if 30% of the readers noticed it

6 times if 40% of the readers noticed it

4 times if 50% “ “

3 times if 60% “” “”

At the very least, in the best of all circumstances, you should plan to run ads at least 3 times to get noticed!



## Your Image

- Name
- Slogan
- Visuals



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The slide is enclosed in a black rectangular border. A thick pink horizontal line runs across the middle of the slide, starting from the right side of the car illustration and extending to the right edge. A thinner pink horizontal line runs across the bottom of the slide, starting from the left edge and ending at the logo.

Let's move forward to concentrate on image and three aspects that you can manage.



## What's in a Name?

- The essence
- Imaginative
- Pronounceable
- Simple
- Memorable



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Your organization's name... or the name of a product or service is the most important characteristic of an image.

Essence-- uniqueness, spirit, it's big idea, it's reason for being what you are as a company.

Imaginative -- win people's attention, inspire their imagination (not cute!)

Pronounceable -- insist on a quality of sound that is highly appropriate to the essence.

Simple -- Don't get complicated, and don't get cute.

Memorable -- Make it unforgettable. It's sound should stay in the mind--  
it's spelling/lettering should stick.

Grateful Med example



## Name Characteristics

- Avoid initials and acronyms
- Include “plosives”
- V, F, S, Z sound fast
- B, P, D are dependable
- Language interpretation
- Reflects the desired image



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Acronyms beg to be explained. Don't do it.

Include consonant letters-- B, C, D, G, K, P, T-- they explode off the tongue

Study on the letters in brand names -- 172 of 200 of best-selling brands in the US use at least one plosive. Bic, Buick, Crest, Coca-Cola, K-Mart, Kodak, Pizza Hut, Polaroid.

The sound of a name can influence a person's perception

Fast sounds, dependable sounds

Make it easy to pronounce

Make sure it translates correctly in multiple languages

That the meaning or implied meaning of the word represents the desired image.

Test availability of name for domain name on the web. Don't forget variations and logical extensions.

## Slogans



- Also known as taglines
- Verbalizes an image
- Establishes the single key message to be associated with the organization
- Crafted to be repeated and remembered



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Talk from slide.

Note that slogans can be changed over time, however each new variation should reflect the same essential message of the brand/image -- unless the organization, product/service has been reinvented or repositioned.



## Slogan Characteristics

- Easy to remember
- Unique
- Has a rhythm (cadence), rhyme or alliteration
- Provokes curiosity
- Generates its own excitement

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GE. We bring good things to life.

Nike. Just do it.

BASF. We don't make the things you use. We make the things you use better.

Microsoft. Where do you want to go today?

Southwest airlines. "A symbol of freedom" You are free to move about the country.



Using IntelliQuest as an example.

IntelliQuest is the information service of the Knoll Pharmaceutical Company.

Here's the logo

Points--

Purposely decided to select a name that did not represent a place.

New name for a reinvented information service-- no longer a library



Using IntelIQest as an example .

Here's the logo with the slogan.



## Logo Design Considerations

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- Memorable
- Easy to recognize
- Looks good large and small
- Unique
- Consistent across mediums



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Visual image...

Should support the name and visually represent the essence of the organization/product/service.



## Logo Design Considerations

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- Looks good b/w and color
- Not trendy
- Allows future tweaking while maintaining design integrity

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Continued



## Logo Components

- Logotype
- Symbol, mark

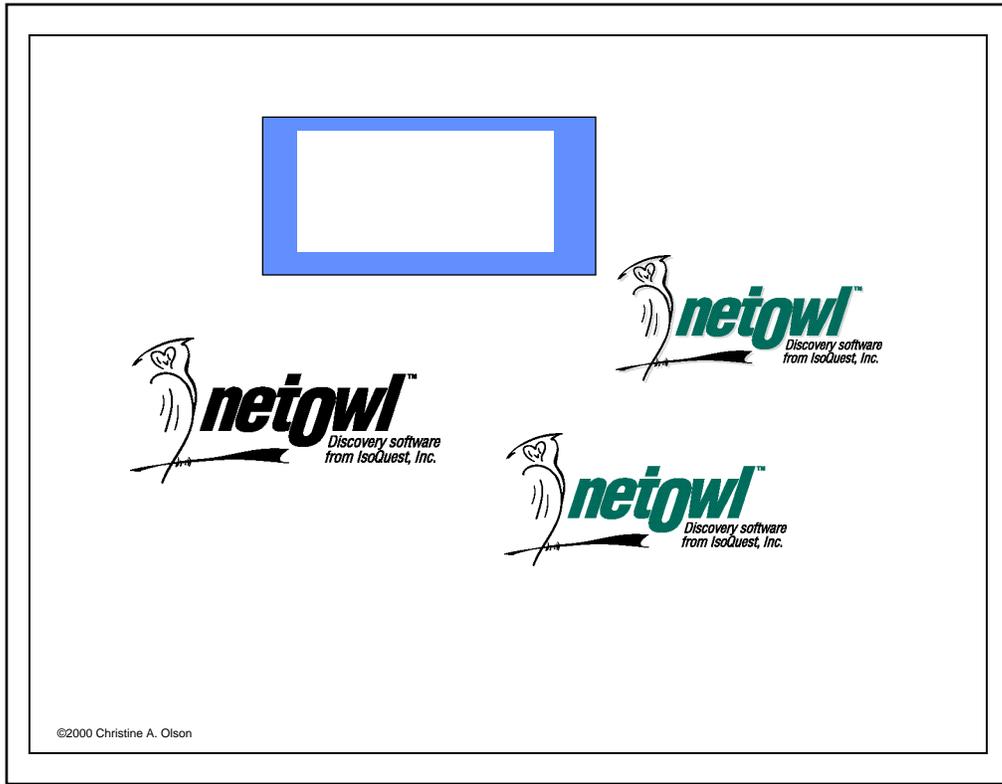


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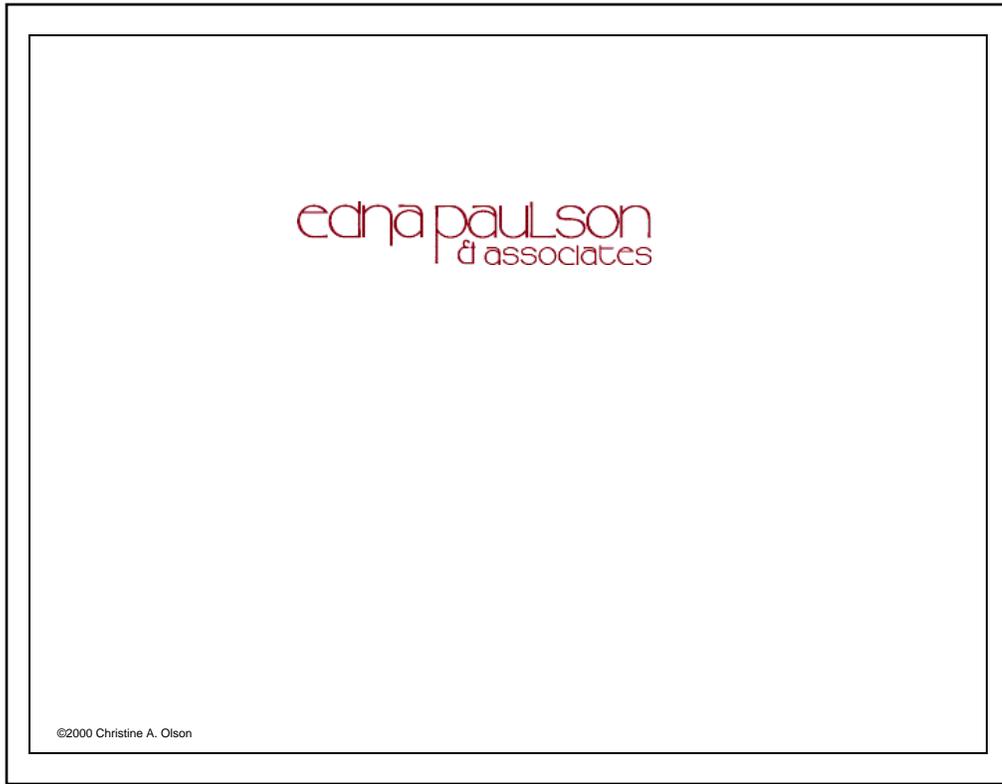
Logos composed of two parts

typefaces - logotype

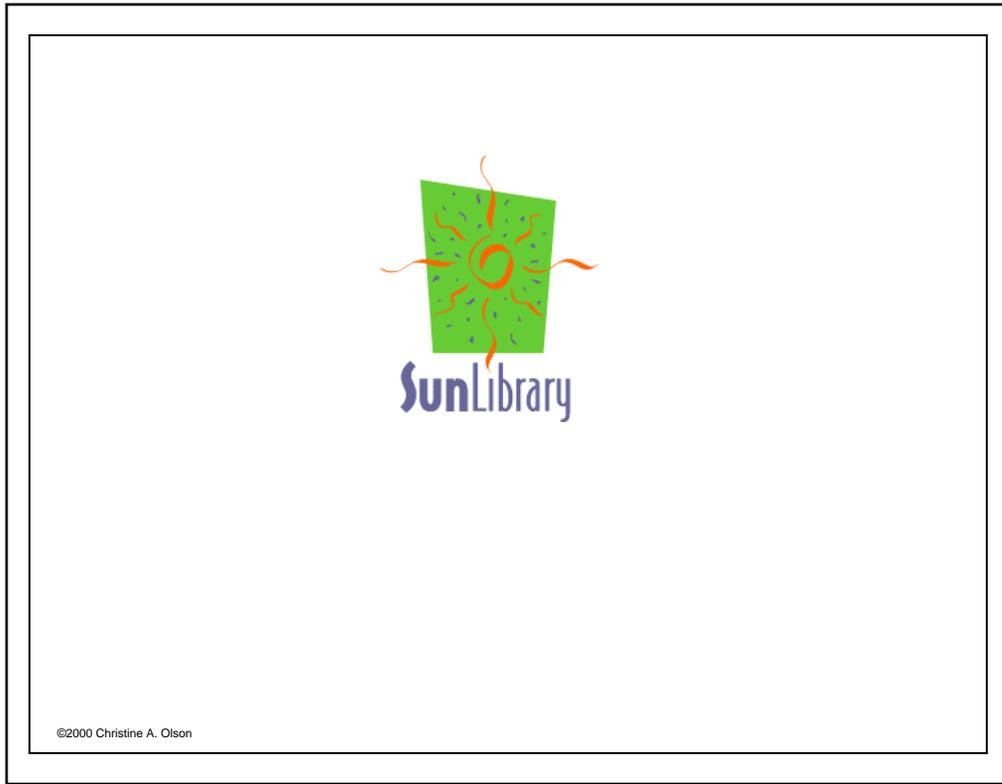
graphic elements - symbol also known as a mark



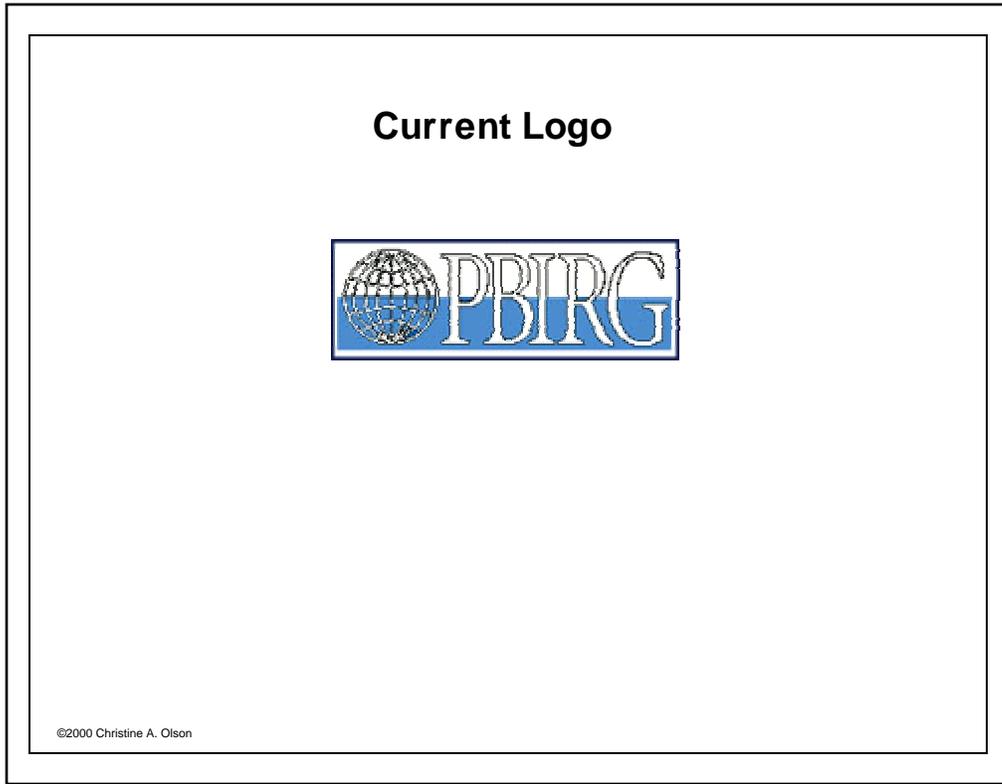
Walk through this example



Example of a logotype logo. There is no symbol associated with the logo.



A logo using a logotype and a symbol. Both can stand alone.



Logo development in progress

Who is PBIRG? Logo used on their web site.

Repositioning themselves to be a global organization. Decided to adopt a new logo.



New logo-- uses both symbol and logotype.

Symbol is abstract so that any image message can be presented--



## Color

- Pantone Matching System (PMS)
- 4 color process - CMYK
- 216 Browser-safe colors
- RGB monitor color



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PMS- color chips  
offset printing

CMYK - Cyan, magenta, yellow and black-- laser printer colors

Browser safe -- for PC and MACs.

RGB -- red, green, blue monitor color

Make sure your logo looks good on all surfaces, and colors are selected that work best in all electronic formats.



## Graphic Styles

- Photo collage
- Hard edge
- Soft edge
- Period styles
- Clean & simple
- Complex & layered

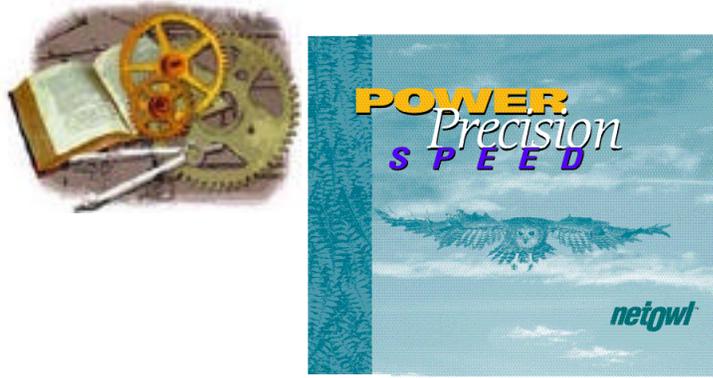


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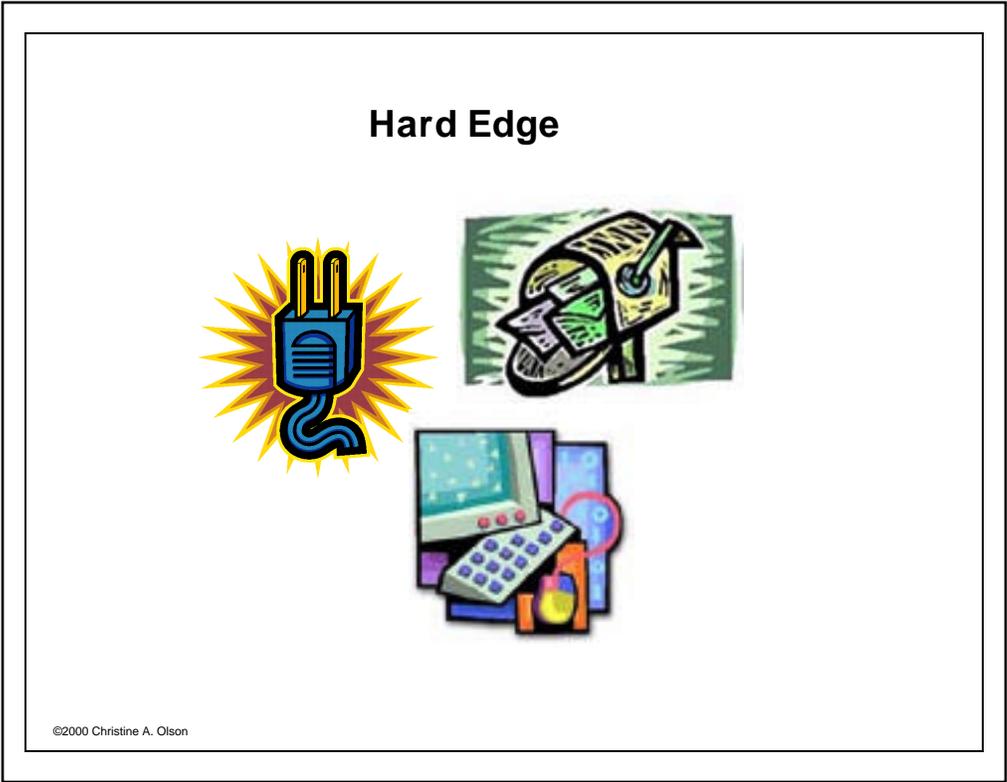
Visual images usually represent the personal style and tastes of the person (s) involved. Can be a detriment if person has no “eye”.

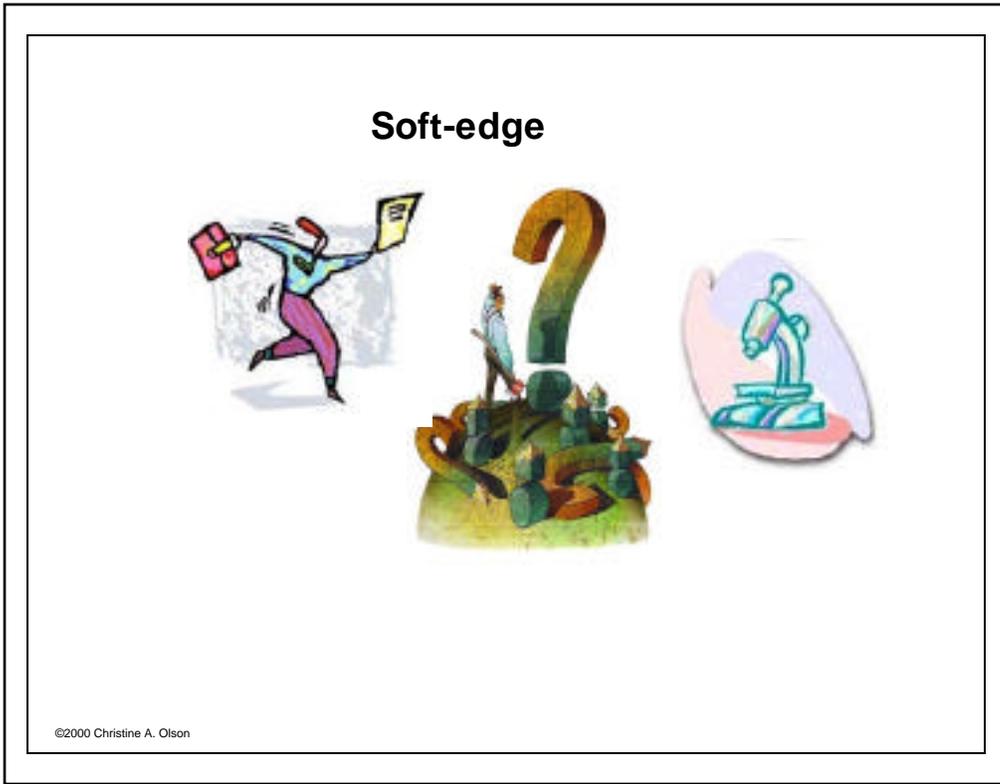
Stay away from trendy, but don't assume a dated look either.

## Photo Collage



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## Period Style



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