Checklist > Is it the right corporate ID?

BRIEFING PAPER FOR CORPORATE IDENTITY:

How does a manager [especially if not artistic] know that what is finally presented is any good? Here are some guidelines to ensure you get the right symbol.

To help you with your thinking use this check list to guide you through the perception stage: answer the questions overleaf. It allows us all, designers and corporate management alike, to start off on the same page, and most importantly eliminates the I-like-I-don't-like personal differences within the client company.

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1. Q. **Full and legal name** ie who is selling the service?
    (i) Name

    (ii) Full address details which should appear on the corporate image.

    (ii) Any other obligatory details e.g. in South Africa we have to have the directors and
        a company registration number.

2. Q. **Definition of your service?** We start with something as basic as a service
    definition... "Tell me in one sentence what you do" e.g. if you had to tell someone on
    the telephone very quickly, what it is you do how would you say it?
    e.g. Kaleidoscope is a full service marketing agency specializing in online marketing
tools.

Answer:

3. Q. Make a list of services that the company offers.

Answer:

e.g. Kaleidoscope focuses on the following key areas.

- specialist campaigns and strategy: either print or internet based

- email marketing; eBrochures, ePostcards, eStationery, eTemplates; eForms

- e-commerce strategies; Web design: marketing and eCommerce Sites; Niche Portal
  sites

- brochures, catalogues, direct mail, copy writing

- corporate ID

4. What are the **three words** that best describe your corporate values.

Answer:

5. **Core target market : who are we marketing to?** Obviously we want to be
   marketing our services to the widest possible marketplace, however, it is important to
   start out by marketing to the strongest possible core market. Decide on your most
   profitable sector. e.g. we will be working with middle managers, male, in big
   multinational corporates in the tourism industry. If you have more than one core
   market, list them all.

Answer:

6.   **IMAGE: What image do you want to portray?**

(a) warm and friendly? sophisticated and businesslike? other?

This determines the colours, styling, look and feel.

Answer

Note: If I find that my client is struggling with the concept of "image" I ask him   **if your
logo were a car, what would it be?**

Rolls Royce: expensive, conventional, traditional, high maintenance, unapproachable
Ferrari: innovative, flashy, quite loud, sociable
BMW: sophisticated, confident, young and trendy, stylish
Volkswagen: economical, friendly, approachable, man-in-the-street
SUV rugged, strong, reliable, fashionable, strong style, masculine

(b) Can you give me a picture of the image you want to portray ie are there any websites that you like that portray how you want to be perceived.

Answer

(c) Do you have any particular colours you like?

Answer

(d) Do you have any particular colours you don't like?

Answer

(d) Do you want a

    (i) **classic** or **trendy** design choose one   Answer

    (ii) Do you want to be perceived as **young** or **experienced**. Choose one Answer

    (ii) Do you want to be perceived as **innovative** or **sophisticated** Choose one Answer

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Once the design has been presented ask yourself:

1. Is the design classically a good one? Is it a style that works today and yet still has "legs" and will still look good in 30 years? Remember too that a good logo is part of the goodwill that exchanges hands when a company is sold.

2. Is the design recognisable at speed for billboards, posters, vehicles? One way to check is to project it onto a wall out of focus to see if it remains identifiable.

3. Does the design reduce down to a small size? Your logo will probably be used in print so reduce it down to l cm. Will it work on an APP? On a Website? On whatsapp? Is it identifiable in miniature? It won't be if it is too detailed, and if lines are too thin or the white spaces inside are too small. Does it look good online, and onscreen? Does it work in one colour?

4. Does the design work when enlarged. Project your transparency to a six metre height, as it may well appear on a factory wall or roof. Does it still work? Or do the relative weights of the colours change?