

## Corporate Identity Guidelines

Enter your Unique Selling Proposition (USP):

Enter your top three marketing messages:

- 1.
- 2.
- 3.

What is the main thing you want people to picture or remember about your company?

Enter five or ten adjectives to describe the kind of image you want people to have about your company:

(For example, professional, stable, trustworthy or energetic, fun-loving and trendy.)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What images, symbols, shapes, or type designs convey these ideas?

How could these images be translated into a company logo?

Write a tag line of three to seven words that describes your company, USP, or top marketing messages. Use simple words and focus on one main idea. Create several versions, ask colleagues or customers for feedback, and keep refining your tag line until it's catchy and descriptive.

What colors come to mind when you think of your company, logo, and USP? What colors do you associate with the adjectives you listed above?

What other design elements convey these ideas? How could they be used in your company identity?