



Corporate Identity System Development Skills

- Develop deep understanding of the organization's business products/services and go-to-market strategy
- Map the business value proposition drivers to marketing objectives
- Define what the brand should represent and the market niche it will play in
- Create a bridge – a story – to connect the organization name, logo and tag line
- Establish the look and feel of the brand to represent the brand attributes
- Develop detailed description of the name, logo design and colors, and how the image relates to the business value proposition
- Create brand platform messaging to support the brand positioning
- Establish and publish guidelines for brand visual identity in all organization communications



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