

---

# Corporate Identity

---

Graphis Corporate Identity 2

Corporate Brand Design

Contemporary Thoughts on Corporate Branding and Corporate Identity Management

The SAGE Encyclopedia of Corporate Reputation

The Quest for Identity

The Big Book of Corporate Identity Design

Communication by Design

The Art of Identity: Creating and Managing a Successful Corporate Identity

Corporate Identity Design

Corporate Identity and Crisis Response Strategies

Designing Corporate Identity

Know Your Onions: Corporate Identity

Signaling Family Firm Identity

Designing Corporate Identity Programs for Small Corporations

American Corporate Identity 2002

Global Corporate Identity 3

Corporate marketing: insights and integration drawn from corporate branding

corporate identity corporate communication and visual identification  
Beyond Logos  
A Management Guide to Corporate Identity  
Chinese Corporate Identity  
Global Corporate Identity  
American Corporate Identity 97  
American Corporate Identity 2009  
Revealing the Corporation  
Logo and corporate identity  
Building Corporate Identity, Image and Reputation in the Digital Era  
Taking Brand Initiative  
Corporate Identity  
Corporate Identity Design  
Corporate Branding in Facebook Fan Pages  
Advances in Corporate Branding  
Facets of Corporate Identity, Communication and Reputation  
Corporate Identity Manuals  
Visual Identity  
Contemplating Corporate Marketing, Identity and Communication  
Graphis Corporate Identity 1

Corporate Branding  
Chinese Corporate Identity  
Visual Identity: Promoting and Protecting the Public Face of an Organization  
Corporate Communication

*Corporate Identity*

*Downloaded from  
[tafayor.com](http://tafayor.com) by guest*

---

## **SUMMERS MADILYNN**

---

*Graphis Corporate Identity 2* Watson-Guptill Publications

This book is an overview of some of the corporate identity programs by design firms from the USA and around the world.

Corporate Brand Design Routledge  
Corporate Communication: A Marketing Viewpoint offers an overview of the framework, key concepts, strategies and techniques from a unique marketing

perspective. While other textbooks are limited to a managerial or PR perspective, this book provides a complete, holistic overview of the many ways communication can add value to an organization. Step by step, this text introduces the main concepts of the field, including discipline and function frameworks, corporate identity, corporate and employer branding, corporate social responsibility, stakeholder management, storytelling, corporate associations, identification, commitment and acceptability. In order to help reinforce key learning points,

grasp the essential facts and digest and retain information, the text offers a comprehensive pedagogy, including: chapter summaries; a list of key words and concepts; case studies and questions at the end of each chapter. Principles are illustrated through a wealth of real life examples, drawn from a variety of big, small, global and local companies such as BMW Group, Hidria, Lego, Mercator, Krka, Barilla, Domino's Pizza, Gorenje, Si Mobil, BP, Harley-Davidson and Coca-Cola. This exciting new textbook is essential reading for all professional corporate marketing and communication executives, as well as undergraduate and postgraduate students of marketing and public relations, not to mention managers who need a complete and accurate view of

this increasingly important subject.

**Contemporary Thoughts on Corporate Branding and Corporate Identity Management** Harvard

Business Review Press

This review of 50 top-quality corporate identity programs from around the world analyzes their logos and symbols, product and packaging design, uniforms, building exteriors and interiors, product catalogs, promotional materials, and more.

The SAGE Encyclopedia of Corporate Reputation John Wiley & Sons

In a market cluttered with big and small companies competing for the consumer's attention, public image becomes more critical than ever to the success of any business. Veronica Napoles's Corporate Identity Design

provides a practical tool for designing and implementing a successful, comprehensive corporate identity program. It is an invaluable resource, since fashioning a powerful and accessible identity is a company's best bet for capturing the attention of consumers. Napoles explains the difference between corporate image--how a company is actually perceived by the public--and identity--how it wants to be perceived--and shows how to close the gap between the two. In doing so, she goes beyond previous books on the subject and anticipates the needs of consumers by incorporating elements of behavioral psychology into the design process. Corporate Identity Design is not merely a picture book or an anthology of symbols, but a comprehensive, detailed

examination of all factors that lead to the choice and refinement of a corporate identity. Napoles's concise, step-by-step overview looks at all phases of the corporate identity design process, including: \* recognizing the need for corporate identity adjustment \* selecting a basic symbol category from which to choose \* deciding on and refining a chosen symbol \* implementing a careful, intelligent program for phasing in the new corporate identity and ensuring its acceptance by the public. The book includes dozens of helpful illustrations, a sample design proposal, questionnaires, design briefs, and a color chart. In addition, Napoles provides guidelines for changing a company name, including information on basic name categories and the categories and

the creative process for developing and evaluating names. These and other features make Corporate Identity Design the definitive work for establishing quick and accurate image/identity relationships in the mind of the public. Design students and professionals, public relations and communications officers, and top-level management personnel will all find Corporate Identity Design a continuing resource for ideas, information, and inspiration.

**The Quest for Identity** Van Nostrand Reinhold Company  
Taking Brand Initiative offers a revolutionary approach to corporate branding that looks beyond the marketing value of brands company-to-customer and the HR significance of brands company-to-employee. It places

the management of brands at the senior level of management as it radiates throughout the organization. In this groundbreaking book, international branding thought leaders, Mary Jo Hatch and Mark Schultz explain how a company's brand is just as important to "outsiders"—politicians, suppliers, and analysts as it is to company insiders. They show how only the corporate brand can integrate all the company's staff functions and provide a vision for competition and globalization.

The Big Book of Corporate Identity Design Routledge

Corporate identity is a matter of urgent importance for all firms. Describing the conditions for critical success, this book considers corporate culture, corporate behaviour, market conditions and

strategies, products and services, and communication and de

**Communication by Design** Harper Collins

Corporate Brand Design offers a unique and comprehensive exploration of the relationship between companies, their brand design, and their stakeholders. The book begins its approach with a literature review, to provide an overview of current thinking on the subject and establish a theoretical framework. The following sections cover key stages during the corporate brand development process: Brand signature design, its components and impact on brand reputation; website design and how it builds customer perception of the brand; corporate architecture design and the branding of space and place; brand

experience design from a sensuality perspective. International case studies from a range of industries feature in each chapter to demonstrate how the theory translates to practice, alongside case questions to cement learning and definitions of the key constructs. By combining academic theory with practical case studies and examples, readers will gain a thorough understanding of the corporate brand design process and how it influences customer identification and loyalty to the brand. The book is a useful resource for advanced undergraduate and postgraduate students of strategic brand management, corporate brand design and visual identity, and marketing communications.

*The Art of Identity: Creating and*

*Managing a Successful Corporate Identity* SAGE Publications

This book represents the first study of economic restructuring in reform era China to apply the concepts of identity and corporate space; notions that have become increasingly relevant as foreign invested and Chinese ventures face complex operational and societal issues in the wake of globalization. Peverelli uses his own theoretical framework to examine and detect multiple identities of Chinese enterprises within a larger, comprehensive organization theory. A host of practical case studies taken from Peverelli's time as a consultant help to illustrate this original theory, while providing a practical reference to the modern Chinese economy and Chinese management. Chinese Corporate

Identity will prove a valuable resource to academics working in organization theory, cultural anthropology, sociology, and business and economics. In addition, its supporting case studies will be of interest to consulting firms, foreign embassies and consulates in China.

**Corporate Identity Design** HarperDes

Since the first International Corporate Identity Group's symposium in 1994, the fields of corporate identity, corporate communications and corporate branding have become a focal point for scholars and managers alike. Recently, the term corporate marketing has incorporated a host of key corporate-level concepts, representing a new paradigm of thought. *Contemplating Corporate Marketing, Identity and Communication* is a collection of papers and extended



abstracts from the 12th ICIG symposium, presenting a variety of perspectives with a view towards stimulating debate about the advances in corporate marketing, identity and communication. The contributions in this volume examine critically the development of the field and focus for future research in order to encourage cutting-edge scholarship along with practitioner insights. In a field characterized by paradoxes – unity and variety; integration and specialization – the aim is to integrate diverse practices to inspire a more sophisticated approach or theoretical framework. The papers in this volume are both challenging and distinctive.

Corporate Identity and Crisis Response Strategies M.E. Sharpe

Emphasizes that the organization itself,

rather than the products created and marketed by the corporation, represents the main point of differentiation and competitive advantage in the marketplace. This book argues that the field of corporate branding is undergoing fundamental changes and becoming more cross-disciplinary and strategically driven.

**Designing Corporate Identity**

Rotovision

Firmenzeichen / Signete / Warenzeichen / Logos / Design.

*Know Your Onions: Corporate Identity*

Harper Design International

Corporate branding and communication is big business. Companies throughout the world invest millions in strategies which aim to reinvent their profile in subtle yet important ways. The

investment must be working, but what is it being spent on, and how do these rebranding exercises work? Including contributions from academics and practitioners, this important collection unravels the complexities of this growing field of study. The text is split into three coherent sections, focusing in turn on identity, communication and reputation. Case studies are used throughout the book to illustrate important issues, such as the basic principles of visual communication, the importance of reaching both internal and external stakeholders, and the challenges faced by companies working in multi-cultural environments. This book brings clarity and new theoretical insights to an important aspect of modern business. It is an invaluable companion for all

students, researchers and practitioners with an interest in marketing, communications and international business.

Signaling Family Firm Identity Springer

A new look at the latest thinking and issues in the areas of branding, identity and communication, drawing on recent academic and practical thought on corporate branding. Bringing together an international array of authors, the volume includes case study examples to provide a contemporary insight into corporate marketing communications.

*Designing Corporate Identity Programs for Small Corporations* Routledge

In *Corporate Identity*, Olins provides a fascinating account of the role image has played in organizations and demonstrates how identity is crucial to

the development of a broad customer base. 350 illustrations.

*American Corporate Identity 2002*

Springer

An international and multidisciplinary collection, edited by pioneers in the field, this work captures the quintessence of the corporation and its many inner and outer manifestations, presenting readers with a new approach to the subject area. Fully revised and updated with the original contributions contextualized by the editors' analyses and commentary to draw them together into a coherent whole, this anthology affords readers a new way of comprehending organizations. This new edition features a new introductory section to branding and public relations, contextualizing the rest of the volume

new case vignettes for each section with enhanced pedagogy to enable reader reflection on the themes examined new readings and an updated Harvard style case study revised and updated commentary and analysis from the editors Filled with illuminating articles that stem from the 1950s to the present day, highlighting both practitioner and scholarly perspectives on the subject, this reader is an essential text for all students of marketing, reputation, business and corporate strategy, public relations, communications and branding.

**Global Corporate Identity 3** Harper Collins

This prestigious edited collection of articles from the Journal of Brand Management discusses the impact of research on our understanding of

corporate brand characteristics and corporate brand management to date. A wide range of topics are covered, including franchise brand management, co-creation of corporate brands, alliance brands, the role of internal branding in the delivery of employee brand promise, and the expansion into new approaches. *Advances in Corporate Branding* is essential reading for those undertaking a PhD programme or by upper level students looking for rigorous academic material on the subject and for scholars and discerning practitioners, acting as 'advanced introductions'.

[Corporate marketing: insights and integration drawn from corporate branding corporate identity corporate communication and visual identification](#)  
Routledge

The history of crisis management shows that companies embark on particular strategies in response to crisis. So why are some companies' crisis communication strategies successful, while others are not? The purpose of this book is to broaden the existing knowledge of crisis response strategies by focusing on corporate identity as one of the factors that is most likely to influence their choice. Drawing upon insights from the sensemaking and chaos theories, as well as traditional and alternative, non-European, approaches to strategy formation, Olga Bloch contends that there is a reciprocal relationship between corporate identity and crisis response strategies. This relationship is examined on the example of Toyota Motor Corporation's

communication in response to a crisis caused by a series of recalls of its vehicles in 2009-2010.

**Beyond Logos** Routledge

How to land, work with & retain large clients from a designer's perspective.

Hundreds of images illustrate successful effective branding campaigns.

*A Management Guide to Corporate Identity* Watson-Guptill Publications

Brands, companies, and organizations, much like people, have personalities, and most of what we know and think about their personalities comes through visual identity. A visual identity is the strategically planned and purposeful presentation of the brand or organization in order to gain a positive image in the minds of the public, including - but not limited to - its name, logo, tagline, color

palette and architecture, and even sounds. This practical guide explores visual identity from an organizational brand perspective (corporate, non-profit, etc.), rather than a product brand perspective. It not only helps readers to understand the meaning and value of an organization's visual identity, but also provides hands-on advice on how to promote and protect the identity. Each chapter draws from current research and also contains real-world examples and case studies that illustrate the key concepts.

**Chinese Corporate Identity** Routledge

Corporate identity, the design and marketing buzzphrase of the 1980s and 90s, has undergone a revolution since then. Now the talk is of branding. With the growth of globalization and the

increasing realization among corporations large and small that this is their only way of distinguishing themselves, large sections of the design industry have adapted to offer new services and meet the new branding challenges. This book identifies and deconstructs the kind of corporate move

that turns a footwear store into a "cathedral". It tracks the rise of the brand and pinpoints the role played by design companies in creating the experience economy - a world in which corporations do not have identities but brands, visions, big ideas.