



CORPORATE BRAND IDENTITY DESIGN

Persona in a corporate brand can exude meaning — A meaning for what it stands for. Sometimes, what one stands for is visible in **actions**, **words**, and **visual** appearance. *How does one get resonance and alignment on all three dimensions?* The easy part is the visual depiction — the second elusive challenge is identifying non-visual expressions for the brand. The third task is to instill a mechanism of conscience keeping by designing a messaging brand corridor — a reference for all decision-makers to know how their actions affect the brand's perception.

Brand equity gets eroded or elevated. The imperative for its success depends on two factors (a) *How well designed is the brand architecture?* (b) *How easy was it to use in everyday decision-making and reviews?*

STRIKING IDEAS brings its corporate—brand design capabilities that include visual facets and non-visual cues to identify the hidden factors that connect the critical nodal points that amplify the brand promise. Graphic design and the power of the word expressed in an appropriate medium that resonates with the strategic cause can unlock hidden value in a corporate brand that connects with stakeholders internally and externally — an imperative to holistically nurture an organizational culture that compliments the leadership behavior and actions. Brands can be eternal — only if it serves and lives to be true to their purpose elevated in a spirit of an all-inclusive value for all stakeholders — or else — *Life is but a moving shadow.*

POTENTIAL OUTCOMES — (1) Brand meaning is clearly understood by all stakeholders (2) Brand Equity as a function of measuring value is a recognizable name and a basis for enhancement and review. (3) Corporate Brand can become memorable, easily recognizable, and perceived as superior in quality and reliability.

