

Graphics Image Builder

Great advice on how to improve your corporate identity, marketing materials, and product design.

This Month's Topic: The Importance of Maintaining a Consistent Corporate Image

Issue: April 2002



Brought to you monthly
by Karen Saunders
of MacGraphics Services

Karen Saunders specializes in designing ads, logos, one-sheets, book covers, and marketing materials that win awards. A professional graphic artist for two decades, Karen answers your artistic and technical questions through this monthly ezine. Visit www.macgraphics.net to see samples of her work, or call Karen directly at 303-680-2330 to discuss your project.

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Graphics Image Builder

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Business Card

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It is very important that your corporate communications maintain a consistent image. As a result, your customers will readily identify your company's materials. More importantly, this process will give your company the image of credibility and stability in the marketplace.

Corporate Communications

Design a clean, professional logo that represents the vision and essence of your company. Be prepared to use this mark for a long time. Protect the integrity of your logo by making sure the color, fonts and general positioning of your logo are the same on all materials.

Advertising and Marketing Campaigns

Develop a design that establishes an identity for the campaign and follow it for each event. Maintain continuity of design in all materials.

Design Standards Manuals

Large corporations utilize graphics standards manuals as an aid to producing quality, standardized communications—efficiently and economically. Smaller-sized companies can

produce guidebooks for this purpose. Establish formats and design standards so that different kinds of documents—in house forms, slide presentations, newsletters and so on—all have a consistent look. Good design saves time and money and enhances communication and understanding.

You may feel that having to adhere to these standards puts a damper on your style, but in fact it will probably free you to concentrate on the clarity and effectiveness of the elements within the established format.

Letterhead

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#10 Envelope

Magazine Ad

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Dom Lucillo and General Schwarzkopf

Note: Graphic samples are not shown at the same scale.

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Have a question to be answered in a future issue? Send it via email to Karen@macgraphics.net.

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