

# 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

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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](http://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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RICK AND ANN EVANS



### 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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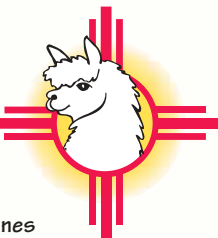
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Dom Lucillo and General Schwarzkopf

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

If you enjoyed this FREE e-zine, please forward it to your friends.  
Have a question to be answered in a future issue? Send it via email to [Karen@macgraphics.net](mailto:Karen@macgraphics.net).

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