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# Corporate Identity

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The Art of Identity

Corporate Identity Design

Facets of Corporate Identity, Communication and Reputation

Taking Brand Initiative

Examining the Visual Culture of Corporate Identity

Building Corporate Identity, Image and Reputation in the Digital Era

Corporate Identity Manuals

The Expressive Organization : Linking Identity, Reputation, and the Corporate Brand

Designing Corporate Identity Programs for Small Corporations

Identity Suite

Developing a Corporate Identity

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Corporate Brand Design

American Corporate Identity 2008

The Corporate Brand

American Corporate Identity 97

American Corporate Identity 2009

American Corporate Identity 2002

Contemporary Thoughts on Corporate Branding and Corporate Identity Management

The Quest for Identity

Building Corporate Identity, Image and Reputation in the Digital Era

Balancing Cultural and Corporate Identity Aspects in Standardising and/or Localising Websites

Identity Designed

Corporate Branding

Corporate marketing: insights and integration drawn from corporate branding corporate identity corporate communication and visual identification

Global Corporate Identity 3  
Corporate Identity  
Revealing the Corporation  
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Facets of Corporate Identity, Communication and Reputation  
Corporate Identity Design  
Creating a Brand Identity: A Guide for Designers  
Designing Brand Identity  
Discursive Constructions of Corporate Identities by Chinese Banks on Sina Weibo  
The Corporate Personality  
Global Corporate Identity  
The Big Book of Corporate Identity Design  
Logotype  
How to Improve Your Corporate Identity

*Corporate Identity*

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## MAXIMO FORD

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### **The Art of Identity** Springer

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

*Corporate Identity Design* OUP Oxford  
Designing Corporate Identity Rockport Publishers

**Facets of Corporate Identity, Communication and Reputation** Harper Design International

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.

**Taking Brand Initiative** Psychology Press

Since the 1980s, David E. Carter had produced the best-selling American Corporate Identity annual, showing the best new work in corporate identity design from the United States. Now, Carter has edited an international counterpart: Global Corporate Identity. The book has all the elements that have made American Corporate Identity such a popular reference book, with seven categories of corporate design: logos, letterheads, package design, complete identity programs, corporate identity manuals, signage & environmental graphics, and corporate brochures. Like American Corporate Identity, Global Corporate

Identity is printed in full color and hardcover. The primary difference in the two books is in content: While American Corporate Identity includes only firms from the USA, Global Corporate Identity is predominantly filled with work from outside the United States. In all, about 70% of the pieces shown in this book are from places outside the USA. The American entries are, for the most part, representative of firms who do business outside the United States. The result is a comprehensive overview of the current corporate identity state of the art for those firms marketing on a multinational basis. Every designer who wants to keep up with the latest trends in international corporate identity will find this a must-have reference.

Examining the Visual Culture of Corporate Identity Routledge

Brands – corporate, products, service – today are collectively defined by their customers, deriving from personal experiences and word of mouth. This book acts as a forum for examining current and future trends in corporate branding, identity, image and reputation. Recognising the complexity and plurality

at the heart of the corporate branding discipline, this book fills a gap in the literature by posing a number of original research questions on the intrinsic nature of corporate branding ideas from corporate (external) and organisation (internal) identity perspectives as they relate to brand management, corporate reputation, marketing communications, social media, smart technology, experiential and sensory marketing. It incorporates current thinking and developments by both multidisciplinary academics and practitioners, combining a comprehensive theoretical foundation with practical insights. The text will serve as an important resource for the marketing, identity and brand practitioners requiring more than anecdotal evidence on the structure and operation of stakeholders communication in different geographical areas. It determines current practices and researches in diverse areas, regions and commercial and non-commercial sectors across the world. The book provides scholars, researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies, brands

and stakeholders in different areas and regions of the world.

*Building Corporate Identity, Image and Reputation in the Digital Era* John Wiley & Sons

Monograph examining characteristics of design and image maintenance of industrial enterprises and industrial products, with particular reference to publicity techniques - explains the need to project identity through trade marks or symbols, and describes management techniques regarding the development of corporate identity, with particular consideration of the role of consultants in product development, commercialization, etc. Illustrations and references.

**Corporate Identity Manuals** John Wiley & Sons

This is a sharp, smart look at the vanguard work in branding across the globe. Here logos, letterheads and correspondence designs effectively capture the aesthetics of the products and entities they represent. The designers behind each of the 97 featured brands convey their clients' corporate identity through stationery with deliberation and concision and demonstrate how ephemeral concepts

surrounding a brand can be made concrete utilising as unlikely a toolkit as the office stationary cupboard.

**The Expressive Organization : Linking Identity, Reputation, and the Corporate Brand** Routledge

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries - digital media, fashion, advertising, product design, packaging, retail and more.

*Designing Corporate Identity Programs for Small Corporations* Rockport Publishers

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.

**Identity Suite** Emerald Group Publishing  
Inhaltsangabe:Abstract: The worldwide economy is currently in a state of upheaval. For decades the traditional marketplace was the common way to buy goods, services and to do business. People set up shops and met in conference rooms to negotiate big business deals. However, since the middle of the 90 s the business world has been undergoing a tremendous

change. While the basic rules for doing business have not altered, conditions and terms have changed significantly. The emergence of the Internet was the main catalyst for this drastic change in the business world. At first the Internet was considered to be merely another medium with which people had to deal with. It was regarded as a concomitant which did not necessarily have to be used in companies. But the possibilities the Internet offered were and are tremendous. Both private people and companies discovered the opportunities harboured by the Internet. Firms quickly realised that the Internet can and must be a medium which was worth taking a closer look at. The same applied for individuals. However, the very purpose of its work, which is communication between private people over the Internet, can be overlooked and neglected in this context. The first part of the present thesis focuses on the Internet and how companies and individuals use the digital environment to do business. The objective of firms is mainly to do business, either with other firms or with private people. The Internet is considered to be a medium and an interface both parties have to use.

With the help of the Internet, companies are expected to increase their efficiency and reduce transaction costs. The unique characteristics of the Internet such as its omnipresence promise both parties an increase in their business activities. Furthermore, the Internet has to be perceived as a great, parallel world to the traditional, existing one. Of course, companies can exclusively exist and compete on the Internet. But what they must not neglect is the fact that individuals are people that communicate, interact and perform everywhere on the Internet. The human aspect is still one of the central factors when looking at the relatively new phenomenon of the Internet. Nevertheless, this human factor has somehow been neglected by web designers and marketers for several years. Companies set up web pages, filled them with content and thought that someone might hopefully visit the page and buy a product online. Every visitor to a website [...]

Developing a Corporate Identity Harper Collins

Pt. 1. Corporate identity -- pt. 2. Corporate communications -- pt. 3. Corporate

reputation.

*Beyond Logos* Routledge

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.

*Corporate Brand Design* Watson-Guptill Publications

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.

*American Corporate Identity 2008* Art Direction Book Company

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.

**The Corporate Brand** Copenhagen Business School Press DK

This title was first published in 2000: This text redefines corporate identity. It offers an insight into the creation, management and measurement of identity - and into why the right identity can transform your organization. With the help of tests and illustrations, Mark Rowden challenges readers to jettison ineffectual compromises and half-baked solutions in order to achieve the identity that really gives an advantage. He focuses on "correct" thinking through the application of design, and presents several management tools which should enable managers to define the fundamental qualities of their organization, to translate them into visual media, and to judge how well a new identity communicates them.

*American Corporate Identity 97* Agence Marc Praquin Editions

Logotype is the definitive modern collection of logotypes, monograms and other text-based corporate marks. Featuring more than 1,300 international typographic identities, by around 250 design studios, this is an indispensable

handbook for every design studio, providing a valuable resource to draw on in branding and corporate identity projects. Logotype is truly international, and features the world's outstanding identity designers. Examples are drawn not just from Western Europe and North America but also Australia, South Africa, the Far East, Israel, Iran, South America and Eastern Europe. Contributing design firms include giants such as Pentagram, Vignelli Associates, Chermayeff & Geismar, Wolff Olins, Landor, Total Identity and Ken Miki & Associates as well as dozens of highly creative, emerging studios. Retaining the striking black-and-white aesthetic and structure of Logo (also by Michael Evamy) and Symbol, Logotype is an important and essential companion volume.

**American Corporate Identity 2009**

Burns & Oates

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. *American Corporate Identity 2002*  
HarperDes

An overview of the best work in America in seven categories: logos, letterheads, package design, complete identity programmes, corporate identity manuals, environmental graphics and signage and corporate brochures.

**Contemporary Thoughts on Corporate Branding and Corporate Identity Management** Rockport Publishers

This book addresses the discursive construction of corporate identities in social media on the part of Chinese corporations, particularly highlighting how followers of corporate social media co-create corporate identities during firm-

follower interactions. Toward this end, it pursues an integrated sociolinguistics approach combining e.g. thematic analysis, interactional analysis and in-depth interviews. Readers will also find extensive information on the brand-new dialogic framework of corporate identity formation. The book offers an insightful and revealing guide for both practitioners/trainers and teachers in corporate communication who are faced with the challenges of managing public relations and corporate images in the age of social media. It can also serve as a valuable case study for those readers who are fascinated by the Chinese economy and discourse analysis of the Chinese language.

**The Quest for Identity** Laurence King Publishing  
Containing more than 950 all-new examples of outstanding creativity, this invaluable perennial organizes this year's groundbreaking designs into seven categories: logos, complete identity programs, corporate identity manuals, letterhead designs, package designs, signage and environmental graphics, and corporate brochures. Several hundred creative design firms have work included in *American Corporate Identity 2008*, ranging from the well known to the up-and-coming. Many trendsetting styles have first appeared in this series since its inception, making this book a must-have reference for every corporate identity designer's bookshelf.

Best Sellers - Books :

- [I'm Glad My Mom Died](#)
- [The Housemaid By Freida Mcfadden](#)
- [The Mountain Is You: Transforming Self-sabotage Into Self-mastery By Brianna Wiest](#)
- [Things We Hide From The Light \(knockemout Series, 2\) By Lucy Score](#)
- [Little Blue Truck's Valentine By Alice Schertle](#)
- [Outlive: The Science And Art Of Longevity By Peter Attia Md](#)
- [The Summer I Turned Pretty \(summer I Turned Pretty, The\)](#)
- [Demon Copperhead: A Pulitzer Prize Winner](#)

- [Can't Hurt Me: Master Your Mind And Defy The Odds By David Goggins](#)
- [The Silent Patient](#)