

Identify the Items You Need

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Note – This is one from a sequence of exercises from the Corporate Identity subject outlined in the Strategic Marketing Process eBook. Download the free e-book www.growthpanel.com/marketing-tools/index.html and subscribe to this subject at www.growthpanel.com/versions/get-started.html to download from Growth Panel’s Intelligent Marketing Platform.

Some of the graphics in this PDF might not display properly.

It’s a good idea to select a logo, color palette and fonts after you create your brand strategy. [Brand Strategy can help]

To develop the rest of your corporate identity, match your value proposition to an appropriate perceived quality level in the table below. Then select a design theme to use consistently throughout all your corporate identity.

Your value proposition	Comments	Appropriate perceived quality level(s) (choose what’s best for your brand strategy)	Design Theme (choose what’s best for your brand strategy)
Operational excellence/cost leadership	You’re primarily competing on price	<input type="checkbox"/> Average	<input type="checkbox"/> Standard design <input type="checkbox"/> One or more “unique” features (size, paper, etc.) based on your brand strategy
Product leadership/ innovation	You’re positioning your product/service as best-in-class, a new innovation , etc.	<input type="checkbox"/> Higher than average <input type="checkbox"/> Very high	<input type="checkbox"/> Use interesting paper, size, format, and/or design
Customer intimacy/ solutions	You’re selling a relationship that solves your customers’ needs	<input type="checkbox"/> Higher than average <input type="checkbox"/> Very high	<input type="checkbox"/> Standard design <input type="checkbox"/> One or more “unique” features (size, paper, etc.) based on your brand strategy

Your Value Proposition	
Your Design Theme	

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Now select the identity items you need to create.

Identity item	If you have it, is it consistent with your brand and design theme above?	Check the items you'll create
Letterhead – printed	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Letterhead – electronic	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Business cards	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Fax covers	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Email templates (font, size, color, etc.)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Email signatures (at the end of the message)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Regular (#10) envelopes	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Window envelopes (for invoices)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Invoices and statements	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Mailing labels for large envelopes	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Notecards/envelopes	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Memos	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Promotional items	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need
Banners	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Need