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# Corporate Identity

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# Corporate identity

Creating your corporate identity is a process that includes the creation of your unique combination of **colors**, **designs**, **forms** and **shapes** so as to convey to others your business philosophy, vision and mission.

Your corporate identity includes your name, logo, as well as your stationery (i.e. business card, letterhead etc.). A corporate identity is never good, bad or neutral, it is either strong or weak as it is destined to fulfill three supplementary tasks:

- a) to be the long-lasting emblem of how you view yourself,
- b) to encapsulate the way you want to be viewed by others,
- c) to constitute the collection of artifacts through which others perceive and remember you.

## Give a name first...

To create your brand identity, first choose the name of your venture, which must be **simple, short, unique, flexible** and **easy to pronounce**.

Take this step seriously. The name you choose will follow your company along all its life cycle.

You may change your logo (relatively) easy

*Name is not something that you can change easily...*

Identify useful keywords: create a list of keywords describing what you

Consider limiting letters & syllables: Shorter names are easier to remember and easier to use on forums such as Twitter, etc.

## Give a name first...

Check online databases (<https://who.is>, [www.tmdn.org](http://www.tmdn.org)) to determine if the name you have chosen is already in use.

While it's not a disaster if the .com domain isn't available, it's still a sign that there's competition around your name. Also, be especially careful if your name is already in use or is closely associated with social media accounts (Facebook, Instagram, LinkedIn, etc.).

Check the spelling of your name as well as the meaning of your name in different languages using online translation tools, as you don't want to be surprised if you find that your name in another language is associated with something "negative".

## The bar test

Go out in a bar and when someone asks what you do, tell them the name you chose in a small sentence, which also describes your company. If they

- didn't catch the name,

- cannot spell it, or

- don't get the relation to what you do

...you failed. Reconsider.



## Logo creation

You may use free applications to create your logo (indicative):

[www.canva.com/create/logos/](https://www.canva.com/create/logos/)    [www.tailorbrands.com/logo-maker](https://www.tailorbrands.com/logo-maker)  
[www.freelogodesign.org/](https://www.freelogodesign.org/)    [www.namecheap.com/logo-maker/](https://www.namecheap.com/logo-maker/)

Alternatively, you can work with a graphic designer. There are also platforms that can connect you with graphic designers [www.fiverr.com](https://www.fiverr.com)

Never choose a logo based on the “love at first sight” criterion. Sleep on it, show it to other people and give it some serious thinking.

Apple



Samsung



Instagram



Facebook



Twitter



Microsoft



## Finally...

Once you have chosen your brand name, share its story and make it compelling. To get inspired in this quest, check out the history behind the names of the tech giants (for more see here [www.rewindandcapture.com/how-brands-got-their-names/how-tech-brands-got-their-names/](http://www.rewindandcapture.com/how-brands-got-their-names/how-tech-brands-got-their-names/))

Test the strength of your name here [www.rewindandcapture.com/brand-grader/](http://www.rewindandcapture.com/brand-grader/)