

CORPORATE IDENTITY

A corporate identity is a unique stamp that conveys the essence of your organization to the world.

Your Corporate Identity is more than a logo. It is a visual representation of your organization's entire image and personality: name, logo, positioning, colour palette, imagery, icons, word marks and sub-brands. An informed approach to identity design will ensure that the image is consistent with your organization's goals as well as the audience's expectations.

OUR SERVICE

Akendi's graphic design experts use a proven methodology to align the Corporate Identity design process with your business objectives and market expectations. Every Corporate Identity that we create is underpinned by research that provides a clear roadmap and solid reasoning for the visual concepts that emerge. We help organizations and corporations of all kinds to develop unique corporate brands that evoke positive memorable associations.

By anchoring the creative process in research, we ensure that the final corporate identity always reflects the customer and user needs. Our approach rallies the organization around common goals, minimizes disputes based on personal taste, and results in captivating corporate identities.

Duration

On average, Corporate Identity projects range from four to six weeks in duration.

ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

OUR CORPORATE IDENTITY PROCESS

Brand Strategy

- Define business goals
- Understand business case and stakeholder needs/wants

Research

- Determine target audience
- Conduct competitive analysis
- Conduct colour, font, style studies

Visual Design

- Use style, shape, typography, colour to represent brand voice
- Apply to communication materials

Measure

- Effectiveness
- Customer satisfaction
- Media awareness

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Akendi



BENEFITS

- Convey a unique, memorable and evocative corporate brand
- Gain market share and promote customer loyalty
- Increase brand awareness
- Clarify your key messages, brand voice and personality
- Ensure your corporate identity is based on solid research, thereby avoiding costly mistakes and surprises
- Avoid disputes based on personal taste and opinions

CALL FOR A CONSULTATION

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today.

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OUR APPROACH

Our approach to corporate identity development follows our trademark Experience Thinking™ process. We begin with visioning sessions with key company stakeholders to fully understand and establish the business requirements, organizational culture and point of difference.

Where possible, we conduct research with existing customers and stakeholders. This may include evaluating the current Corporate Identity from the market's perspective and understanding expectations and perceptions of the organization.

Based on the findings of the research phase, the visual design phase is iterative and collaborative. We challenge creative concepts against your business goals as well as market needs and expectations. When possible, we are also able to conduct more formal user testing of final concepts.

As a full-service graphic design and user research firm, we can continue to work with you to implement the new corporate identity throughout all communications materials, your website and new media applications, and packaging. We can also provide product, service and user-interface designs that reinforce your new corporate identity and brand.

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