


Corporate Identity Program

Project Map

Marschallin+Sachs



The time required to complete an identity program depends on its scope — the scale of the organization, its geographic breadth, subsidiary structure, products, required applications and current situation. Below is a project map for a full-scale identity program similar to one that a complex national or international organization would likely require. It can be scaled appropriately for each organization and its needs.

End Goal

A strong, recognizable, distinctive, easy-to-maintain image for the organization, including:

- A definition of the organization's identity and brand.
- Unique verbal and visual expressions of the identity and brand applicable to all of the organization's communication opportunities.

Timeframe

Typically, six months to one and one-half years.

Elements

Assessment (3 – 6 months)

- Review strategic aims (to determine firm's overall goals, objectives, etc.)
- Evaluate current image:
 - Competitive analysis.
 - Research of marketplace perception of current image.
 - Identification of changes required to meet strategic goals.

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- Audit existing communications program:
Overview of all existing communications materials.
Plan for what communications ought to exist and what technical and communications requirements must be met.

Naming (4 – 5 months)

See the “Name Development” project map for more details.

- Perform backgrounding and research.
- Establish naming criteria.
- Conduct name creation process: chose team, provide stimuli and progress assessments, conduct multiple group sessions, make individual creative assignments.
- Select final recommendations.
- Conduct preliminary clearance and registration (with outside counsel).

Relational Nomenclature (1 – 3 months)

Develop guidelines for naming subsidiaries, subgroups and sub-brands:

- Methods for preserving existing equities.
- Mechanisms for communicating corporate structure.

Mark and Basic Identification Elements (2 – 4 months)

- Design mark (symbol or logotype).
- Create standards of mark application (colors, typefaces, orientation, etc.).
- Develop signature (the way the units of an organization are visually represented with the corporate mark to simply and implicitly convey their relationship within the whole organization).
- Create systems for branding products and for co-branding.

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Corporate Voice (1 – 3 months)

Formulate a communications structure to organize the delivery of key corporate, divisional, product and special messages.

- Establish positions on public and community affairs and issues.
- Develop specific language to describe key corporate entities and initiatives.

Website (4 – 8 months)

- Create verbal and visual presentation reflective of new identity.
- Organize key web information and construct site plan.
- Write key sections of web text to introduce new corporate voice.
- Develop special content to enhance and/or expand the brand image.

Advertising (2 months)

- Create announcement ads introducing the new identity.
- Outline advertising plan for remainder of first year.

Stationery Elements (1 – 2 months)

Design all stationery materials to meet both North American and International paper standards, as necessary, and to accommodate local postal regulations and customs for international locations.

- Supervise first stationery printing
- Develop a system for easy ordering and production

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Prototype Corporate and Marketing Pieces (2 – 6 months)

Create key corporate and marketing pieces as prototypes to develop new corporate literature system — voice and look, including, for example:

- Corporate capabilities brochures
- Key sales brochures
- Direct mail pieces, particularly mailings to announce new identity
- PowerPoint presentations of capabilities
- Corporate magazines and/or newsletters

Literature System (1 – 2 months)

Develop easy-to-follow typographical, photographic, layout and production guidelines to insure a consistent corporate look (this is formulated primarily during the creation of prototype pieces).

Extension to Other Corporate Displays (variable)

Every organization has specialized needs. Those outlined in this project map are ones shared by most organizations; however, larger organizations have many additional opportunities to communicate their identities, including:

- Major signage
- Uniforms
- Vehicle identification
- Employee awards programs
- Packaging
- Forms

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While these are generally addressed once the basic program elements have been assembled, timing varies depending on a specific organization's needs (for instance, banks may put signage at the top of the list due to legal requirements). Time for these items varies both by the number of elements involved and the size of the organization.

Implementation (4 – 6 months)

- Create simple guidelines that will allow easy on-going implementation.
- Present new identity program to key corporate groups and key members of divisional groups responsible for communications and implementation.
- Present in-depth training for key personnel responsible for implementation.
- Provide brief introductory overview — printed or web-based — for all employees.
- Develop an online guide for implementation with templates, all necessary visual materials and contacts for assistance.

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About Marschallin+Sachs

Marschallin+Sachs is an image strategy firm focused on corporate identity and branding. It is dedicated to helping its clients gain the bottom line benefits that come from strategically developing and deploying a powerful brand. The firm offers a range of services from creating new image programs to producing powerful single pieces, with particular expertise in using the latest electronic media to enable organizations to get the most from their brands. Clients include Fortune 500 companies, mid-size businesses and startup enterprises.

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