



Corporate Identity

Express an authentic corporate personality through strategic corporate identity

A corporate identity must convey an organization's personality and character, which requires strategic thinking and creativity. We'll work with your stakeholders to capture your brand's essence in an identity that creates an emotional connection with your audiences.

THIS SERVICE HELPS TO...

Re-imagine the corporate identity for greater impact

Close the gap between who we really are and what our corporate identity conveys

Have audiences respond to our identity as we intend them to



WHAT YOU GET

Our corporate identity design will convey your brand's promise and values through a compelling visual identity that customers will connect with and value. You'll get:

- ✓ An engaging presentation that provides context and several design concepts
- ✓ A brand book (style guide) that documents the visual elements of the identity as well as the brand voice and guidelines for use
- ✓ An identity package that includes all required materials, such as stationery, signage, digital design, customer communications materials, and so on



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HOW WE DO IT

- 1** Through interactive stakeholder workshops, we'll capture the identity strategy and vision – as well as the hopes and concerns around the identity.
- 2** As needed, we conduct complementary research, including competitive research, customer research, focus groups, to examine perceptions and attitudes towards the identity.
- 3** We design creative concepts that include logo, wordmark, and tagline to align with the strategic vision.
- 4** Reviews are held with stakeholders to capture feedback on various approaches.
- 5** Once agreement on a creative direction is established, we will create the final identity system for application to all associated materials.

Duration: on average, Corporate Identity projects range from four to six weeks.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For 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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