

Corporate Identity: A Language of Corporate Communication

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ABSTRACT:

From the ancient times logo has been evolved and developed in various ways. Right from the cave paintings people or artist generally used symbols and minimal signs to convey their messages from one to another and now in the present era the designers take the logos and corporate identity design to the extreme new heights with the help of creativity and their thought processes. Now the brand or a company has their own separate name identity and it will allow communicating their customers and consumers with company. From last couple of decades the companies and corporate invest billions of its revenue in their identity designs so that it will create a separate image and goodwill in the market. Sometimes these designs change the purchasing power of the customers and change them into consumers. For example Pepsi co., Coca-Cola, BMW, Mercedes & McDonald's are some of the famous brands which are more famous by their identities than their products. This will start a long back when the Egyptians are known to have their branded domestic animals with hieroglyphs to mark their ownership. The Romans and Greeks also marked their utensils and other items to identity who is the manufacturer of the particular product. Gradually the whole world adopted some symbols for the ease of recognition and till now it will change in a more systematic way.

Keywords: *Corporate identity, communication, logo design, graphic design, Brand identity*

1. INTRODUCTION:

Relatively corporate identity design is new term and was unknown to the public couple of decades ago. However it has earned more importance in recent corporate years. Whether it is educational, business, public sector, manufacturer sector, private sectors etc. every sector has investing their time and money into designing and revising their image to be in the market and compete with their competitors at local as well as on global platform. A logo is a company's identity so it is considered as its own property and it is considered as corporate most valuable fixed asset. Every year large amount of budget are allocated for the image building programs along with diversification, brand image and competition and need for corporate identity becomes more and more [1-4].

As if we talk about earlier days it's no more just designing a logo and print, presently it reflects the professional and ethical values of a corporate or the company. All the advertising agencies and public relation departments having the good expert team which will take care of image building and relations with clients and they also search the client's needs and search

opportunities and findings and creating concepts from it and gives the company the desirable platforms to implement it in a creative way. This will leads them towards media exposure and its management [5-8].

Building a brand or brand image is not just about to create an impressive and catchy tagline to to make their packaging great and attractive or to designed logo in a most creative way but it is a matter of numbers of initiatives you done for your organization that will increase the image of your organization, product and services. Branding is very powerful tool through which the vision, values, ethics, skills, attitude, attributes and passion of the company and its team will communicate [9-13].

2. CORPORATE ADVERTISING

Every corporate company and its management often come to the conclusion that its image and strengths are not known to the public. Every company thoughts that its vision, goals and achievements are better understood by public. This can be done by planned strategy and publicity program and through marketing and advertising. Those advertisements which are used to promote corporate or any company are known as corporate or institutional advertising and the main motive of these kinds of advertisings are to communicate corporate achievements and goals and make company's goodwill [11-15]. We can see this even in our regular society markets because of the variety and increasing market competition every seller done this kind of advertising to increase its sales and build their image good in that particular area.

When the corporate advertising placed in certain media and developed it is usually only a small part of total advertising which is run by any manufacturer. Effective public relation and good corporate communication support them. The main job of the company's advertising is to sell their goods or brands or to assure that its customers avail their services. Nevertheless, corporate or institutional advertising can yield important results. It can help in enhancing the ownership of company stock by impressing investors with the company's capacity for future growth. It can also influence the government officials and helps in sanctioning the government contracts. It can reflect the company's name before its products and services and enhance its goodwill with the public and good reputation in turn can support that brand product that the company sells through its regular advertising. Not every time the goals of the advertising is to sell product or to enhance manufacturer sales sometime it can create social image of the company and communicate what all can company is doing for their society and public. Such activities are come under the topic of corporate social responsibility (CSR) which gives the brief knowledge about the noble and social activities which is done or conducted by the corporate in order to serve society in a human manner [6-9]. Corporate companies display these activities effectively and aggressively. The best examples of the decade are by Coca-cola soft drink brand. It is regarding the good example in co branding campaign about the company's social commitment.



They advertise themselves with their bottle silhouette and give the social message of recycling and clean environment. “We recycle faster than you might think”.

Corporate advertising can do substantial vital results that are usually non-tangible. Like Hyundai shows a powerful campaign on carcinoma awareness beside the Almajdouie cluster of Asian country. To exploit the recent Royal Decree permitting girls to drive for the primary time within the Kingdom and carcinoma Awareness month, the inventive team of Horizon FCB initiated a campaign for Hyundai, establishing a link between two important feminine problems --- girls driving and carcinoma Awareness. Action on the importance of safety, the concept promotes the mandatory steps for safety/prevention, buckling up and early detection, to avoid future tragedy. This initiative was a part of company's commitment to contribute to feminine management in Saudi society.



The artistic plan was an initiative by the Horizon FCB port workplace and was shared with the consumer, World Health Organization like a shot-in-agreement to partner in promoting such a noble cause as a part of their CSR program. Their media arm, BPN supported the thought through securing ad area in major native newspapers & magazines complemented by posting the campaign on all Hyundai Almajdouie Social Media platforms. This was an ideal example of creative thinking and a robust agency/client partnership to utilize such a chance to contribute to a good cause.

Corporate and institutional advertising aims to build an image in the mind of potential buyers, this is also regarded as the image building advertising. When a company promotes its goods

and services, it is also concerned about the sales volume hence it is also concerned about the image. An advertising program is run on a long run basis with several intervals, this can be done a long lasting relationship with their buyers, built the manufacturer wants to establish its goodwill for his products, services and company also and when its parent company is popular a newly launched product can get benefits from it and get place for itself to establish in the market and face the competition easily with parent name.



Hindustan Unilever Limited (HUL) have diversified to launch food, cosmetics and daily consumable products and toiletries like Dove, Bru, Lakme, Pears, Sunsilk, kissan, Rin, Fair & lovely etc. all these products carry reputation of Hindustan unilever limited logo prominently for their advantage.



To give an example of corporate advertising, like when you visit a departmental store or in a big mall, they tell their buyers about the latest trends in fashion and other products, so this will communicate the strength of the specific brand over its competitors. Another example is the institute or a company takes care of their employees as they provide residential facilities to their outsider employees at free or very reasonable rates or given them facilities like bonus and incentives which will help in increasing their standard of living. Some companies bear the school fees of the children of their employees. The most authentic example of this was fondly remembering campaign run by Bajaj scooters "Hamara Bajaj" this tagline create boom in India and the sales of the scooter goes on height as it connects public emotionally. Another best example is Amul- The taste of India as the company attempts to convey that the amul products are the forever favorite taste of Indians.



3. CORPORATE IMAGE

Corporate image is that how public should behave towards the company, institute, services or corporation. This aspect should always keep in mind before launching such image building programs. Obviously these should display the unique selling propositions (USP) of the company and know the flagship company (the first and most important business) like TATA Steel in the Tata group and newer flag bearer, like Tata Consultancy Services (TCS) and others.

Mental picture that springs up at the mention of a firm's name. It's a composite psychological impression that frequently changes with the firm's circumstances, media coverage, performance, pronouncements, etc. just like a firm's name or goodwill; it's the general public perception of the firm instead of a mirrored image of its actual state or position. In contrast to company identity, it's fluid and might modification might long from positive to negative to neutral. Massive corporations use varied company advertising techniques to boost their image so as to enhance their desirability as a provider, employer, customer, borrower, etc.

An established company always needs to be serious and keen alert on certain things like environmental issues, social responsibility, Dynamic working conditions, good working culture, futuristic outlook, and international tie ups. All need to be highlighted and communicate to the public on a regular basis through advertising.

4. CORPORATE IDENTITY

This term will be bifurcated into sub terms:

Corporate means legally united into body; of or having a corporation; united in its own. Corporation means a large company or cluster of corporations approved to act as one entity and recognized intrinsically in law. Identity is that the qualities, beliefs, temperament, appearance and/or expressions that create an individual or cluster. One will regard the categorizing of identity as positive or as harmful [11-16]. A psychological identity relates to self-image, shallowness, and individuality. Corporate identity is that the manner during which a company, firm or commerce presents itself to the general public. The company identity is often envisioned by stigmatization and with the employment of emblems; however it can even embrace things like product style, advertising, packaging etc. Identification system is a standardized set of rules regarding the use of a company's corporate mark, signature, typography, colors etc. Corporate identity manual is a written and elaborative document which is used to govern the company's identification system. Symbol, logo or signature is

any specific name or a group of words by which a company is known for, a symbol is only a visual mark which depicts company's vision. A logo is the combination of both symbol and typography and signature is a typographical symbol denotes the owners names, majorly signatures are used for fashion designers like Manish Malhotra, Rohit Bal and Falguni & Shane peacock etc. Trademark is registered with registrar of companies, thus giving the trademark owner legal protection against infringement.

Corporate identity is a valuable part of company's image which can be seen, heard or identified with. Every known company has certain psychological qualities added to it, apart from its actual physical attributes not only by its advertising strategy, but also by the consumers who buy the products; some ideas about the company are imagined by the public. All these together form the personality of the company; it includes the picture of an organization that a consumer formulates in his minds about the qualities like reliability, credibility, stability, prestige, status etc. this together forms the corporate image. Like brand image, it has to take birth, be nurtured and cultivated and developed into brand loyalty.

According to the survey which was carried out in the US one out of every five consumers feel cheated and deceived in the misleading advertising, faulty product, poor services, deceptive packaging, overcharging etc. the situation in India would also be similar, if we want to conduct a survey here, a company may not be guilty of any of these offences but its image can unconsciously project shoddy goods, unfair prices, sloppy services and lack of imagination and dreariness.



LG was born from two different companies which is named as lucky which is a chemical domestic company and goldstar which is radio manufacturing plant established at 1958. Though these were two different manufacturing companies they were essentially owned by one person. In the year 1995, lucky goldstar was renamed to LG electronics. LG is a south Korean conglomerate, so there is a whole range of LG companies even a baseball team called LG twins. They had a tagline "life is good" below its logo. This slogan and futuristic logo are a great representation. The symbol mark consists of 2 elements: the LG logo in LG grey and stylized image of a human face in a unique red color. The symbol mark stands for everlasting relationship between company and its consumers and a blink eye of human face gives us the meaning of highest satisfaction of consumers after using its products. The red main color symbolizes love, and gives the strong appeal to the commitment to deliver the best product. Therefore the color and symbol is never been changed since so many times.

5. INDIAN CORPORATES

Long after Indian independence the private sector along with private companies started coming into existence. After the time of globalization the growth of the private companies are exceptionally well in the Indian market some of them become multinational gradually. It was largely in the 90s that a certain kind of lethargy that had existed in some monopoly areas

actually got shaken out and there came a sudden realization that the act had to be brushed up or they could be left behind in the competitive environment. In those days we usually heard that the small companies would get shut down or vanish due to competition by bigger firms and MNCs. The bigger firms get government benefits also and they will occupied the areas of small companies and they will not able to compete due to small financial setups and after sometime they become vanished from the market and never came back. In the year 1991 license raj was gone and liberalization come into power. All type of companies get equal position in the markets and bigger firms now help smaller one to create their business and starting invest into small scale industries also.

Dabur is the oldest companies in India more than 100 years old, and still strong. Unilever was Hindustan liver earlier and in the FMCG sector it was against even then whereas ITC joined the FMCG trade quite but now has a prominent place. Amul seems to be everyone's favorite brand may be due the girl who endorses their products. However when we take a look at the different sectors Maruti, Mahindra, DLF, and Infosys are really big in their own ways. Most of these companies have high recall values and a prominent market presence, even though some of their logos do not have much to tell about.

DLF "building India"



DLF has a track record of sustained growth, customer satisfaction and innovation since decades. DLF'S primary business is development of residential, retail, and commercial properties. The company has its unique business model with earnings arising from development and rentals. Its exposure across businesses, segments and geographies, mitigates and down cycles in the market. From developing colonies in Delhi, DLF is now present across different states of India. The pyramid symbol and the tagline line building India is collectively referred to as DLF logo. The name is represented in black capital letters the typeface represents the solidity of the enterprise; emphasizes accountability, responsibility as being a strong and integral part of the organization ethos. The pyramid depicts nine smaller pyramids; each composes itself into a larger pyramid all encompassing in nature and presentation. The pyramid itself and component pyramids convey cohesion, interdependence, support and foundation, to a common purpose and to achieve greater heights.

Hindustan Unilever Limited



Hindustan unilever limited (HUL) is the India's largest fast moving consumer goods company with a heritage of almost 100 years in India. HUL is a subsidiary of unilever. With over 35 brands spanning 20 distinct categories, it is a part of everyday lives of millions of consumers across India. Their portfolio includes leading household brands such as lux, kissan, pure it etc. HUL works to create a better future and helps people feel good, looks good and get more out of life. Their identity expresses unilever's core values, with each icon representing an aspect of the business. Obviously the big blue U of the logo stands for unilever. But a closer look tells you there are much more of it. The logo represents something important to unilever. Those icons represents all the products that unilever offered.

6. CONCLUSION/FINDINGS

Through my research, findings and observations and study, I conclude my research with a note that the every corporate whether it is small or big, private or governmental, national or international are meant to be recognized and all the companies are there in the market for their betterment and for society welfare. All these things are need to be showcased to the public and for that the Corporates need a platforms which is provide by the corporate identity and their corporate image is also based on it. So in present time and in future all the companies need to get their identity on a prior basis and it will defiantly give recognition to them in return because they are work as a communicator between manufacturer and public.

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