

# Download Corporate Identity Manual

1/01 Obsolete April 1965 Description and use 1/01 April 1985 Description and use 1/02 Obsolete April 1965 Symbol 1/02 April 1985 SymbolA corporate identity or corporate image is the manner which a corporation, firm or business presents themselves to the public (such as customers and investors as well as employees).Every business should have a corporate identity manual. A corporate identity manual defines how your company's brand, image and messaging is delivered to the public and particularly to your key audiences.This question is like asking if it's possible to engage in e-commerce without a web site. Top reasons why you need a brand manual: 1. To enhance marketing and sales efforts so that effective use of the brand logo, design and expression generate a positive impact, 2.