Corporate Identity Guidelines
Compiled and Summarized by
The Arab Fertilizer Association
Any company must have certain guidelines and a certain identity “Corporate Identity Guidelines” to which they provide the company’s look and feel, which is referred to as the “Brand mark” which is the most powerful point of contact with the outside world.

All of which; the company logos, signatures, English/Arabic fonts, colors palettes are all considered the company’s tools which are used together to make the company unique.

Why?
When no guidelines are provided the company may suffer the risk of being misrepresented or misinterpreted. Which makes it crucial to stick to the consistency of creating a well public image to which each product, flyer, document or image produced must look like it belongs to us. These guidelines are presented to any of those who wish to create or maintain a brand impression. This document is a detailed summary of the Corporate Identity which gives a precise direction on how we need to present ourselves to the world.

One of the most important things to any company is their identity, which is known as the “Corporate Identity” which aims at making you stand out and be recognizable in the mid of the many different businesses. Your identity defines who you are as a company and what you do to your customers, partners and anyone from the public. The identity and recognition are gained through your branding, actions and communication.

The Corporate-identity is either strong or weak (not positive, negative, or neutral like a corporate image) and is more or less permanent unless changed deliberately.
The Corporate-identity may be either strong or weak, which is usually permanent, unless changed deliberately. Unlike a company’s image which can be positive or negative which is usually not something that can be controlled internally.

Corporate or brand identity is very different than just designing a skillful logo or an attractive slogan, that logo or slogan must follow the brand’s aim, goals and overall aura because the message that customers and viewers receive from your slogans or logos are what define your brand, and are how the customers will interpret your brand later on. The identity of your company can be shaped around the design of your brochure or flyer or even website. You rely on trying to influence the customers with the image you want your company to present. Which is why designing a corporate identity design package is a crucial step for any business, company or organization.

So, why is it that so many companies struggle to develop strong identities and enabling capabilities? In reply, most organizations, instead of answering the fundamental questions about how they create value for customers and deriving their strategic imperatives accordingly, they try to keep up with the market by pursuing a multitude of generally disconnected growth avenues and organizational changes. The problem is that of incoherence. In their run for growth, companies often wind up serving so many different customer segments and so many different needs with disconnected product groups, capabilities, and strategies that are impossible to define what the company is really about. And although such companies may be OK at many things or may have been great at a point in their growth, their lack of focus creates a struggle to be truly excellent at anything in the long run.

Corporate identity design package can do wonders for your brand:

- **Constancy in design:** which means that all your designs look and feel like one family, they all have several things in common like the colors, the shapes, the fonts.

- **Placing yourself as a most important contender in the marketplace:** competently designed marketing collateral is going to assist you in presenting your trade name as a most important player in the marketplace. Even in the case of you being novel to the trade, by means of generating a strong visual image you would be able to provide your prospects with the sense of being dedicated to quality and excellence.

- **Differentiation:** making your brand name stand out in the middle of the many other brands that are in the market by having something different than the others which the customers will remember you by. An excellently designed identity is capable of influencing your brand name equity and assist you carve your personal niche in the marketplace.

- **Greater recall value:** by having a strong and consistent identity, you will succeed in being able to attach to your prospects psychologically, which adds to the recall value of the brand. You want people to be able to think of your brand firstly when they are planning on making a purchase from the industry you are currently present in.

- **Better possibility to draw venture capitalists:** when having a prominent corporate identity, you generate the feeling that your objectives as well as goals are clearly defined. This assists you draw venture capitalists as well as additional funding organizations to your business.
If you did not define your brand name identity yet, this would be the right time to collaborate with a specialized corporate identity design package corporation that will assist your company come out as a strong brand name, having a distinctive identity.

1) Evaluate your company’s mission, vision and history
   - Identify internally who you are and what your company’s goals and values are, before you establish a corporate identity for the public.
   - Set a clear and professional business plan, mission statement, values statement, strategic plan and any other documents that may showcase what you stand for and how you are different.

2) Find out how your company is seen by others
   - Try to conduct surveys and questionnaire, take an external opinion, set interviews and support groups to discuss how your company is seen and how you are perceived.
   - Once defined, decide whether you would like to maintain or change that perception.

3) Take a look at other businesses and organizations that have the same goals, or are present in the same industry as you
   - Check their websites, usually you’ll find all you need to know from their vision, mission, what they stand for, see customer testimonials and how they are perceived by their customers.
   - Decide what you like and dislike about these businesses, then see how you can benefit, by either avoiding or improving certain aspects.

4) Create a vision for future
   - Make sure that your corporate identity embraces your goals for the next 5 to 10 years as well as your present, try to make your vision, mission and goals related to each other.
   - Try to include employees, leaders and partners in your vision, ask them how they feel about your business and what they see for the future as well.

5) Start thinking creatively
   - Brainstorm creative ideas on logos, slogans, tag lines, colors and objects that you might want to include to reflect your corporate identity in a smart and unique way.
   - Put together a team of designers and writers, or hire a consultant if you do not have that kind of creative talent on staff.

6) Maintain corporate identity materials
   - Logos, business cards, pens, pencils, papers, a website, brochures, flyers, and packaging materials.
   - Keep your identity consistent through all of your materials; use the same colors, font, graphics and sizing.

7) Make sure your corporate identity is relevant to your customers
   - For example: if you have a nursery for children, make sure that your corporate identity relates to children by adding many different colors and shapes.

8) Maintain professionalism
   - In any designs, documents, papers make sure that you appear professional. This makes the chance of you taken seriously higher.
   - Avoid anything that might be offensive and double-check for errors.
9) Create guidelines for your corporate identity
   • Make a complete guide for how to maintain your corporate identity. Guidelines for every material that will be used and every document. Which makes the process easier on those who will be responsible for maintaining your identity.

10) Revisit your corporate identity on a regular basis to make sure it is still appropriate and effective
   • Every while make sure to schedule a meeting, or take a look at your identity and see if it is still relevant to your business and if it needs development.

Points to consider:
If the availability of staff members, and other resources is not found, try looking for young and enthusiastic graduate or undergraduate students who would be willing to help you with your design work.

Try to ask your employees, “How do we create value for our customers?” see whether or not you get a clear answer? Are the views of different people the same? or do they differ?

The inquiry regarding an organization’s approach to make esteem for clients is likely a standout amongst the most essential components of system. It merits specifying that couple of associations are equipped for noting such question with sureness and clarity. Organizations’ motivation and statements of purpose frequently don’t resist, being as obscure as «we need to be the organization picked by our clients» or «we are focused on conveying the most astounding quality and ampest determination to our clients.»

Studies and surveys have shown that companies with a stronger identity tend to have better performance, as shown in this survey here of 720 executives, companies that were seen as having a stronger identity outperformed others by 25% (in terms of average annual TSR between 2010 and 2013).

A X company: it was a very successful company which offered many different propositions to its customers which was fine up until rivals started competing with the company in providing a single service and focusing on that service, while X company was had different value propositions; a communication device company, an enterprise security service provider, or something else? Other rivals were focusing on only one service and providing a better and higher standard, making them gain more customers. X Company tried many strategic paths, but customers and investors never saw enough investment in any one identity.

To make the kind of personality that drives achievement, step far from the present requirements of your portfolio and industry and evaluate how you can influence what your organization is incredible at to make separated quality for clients. A few organizations begin by distinguishing the fundamental routes in which esteem will be made in their business sector five years out; then decide for which of these quality recommendations their organization has a privilege to win given its particular abilities. They then dispense the main part of their organization’s assets on strengthening so as to build that personality the abilities that matter most and adjusting their portfolio all the more firmly around their worth suggestion.

If organizations can discover the bravery to pronounce what value they can make and for whom, they can confer themselves to a way of building enormity around there. This
has turned out to be a triumphant procedure for budgetary results, additionally a fantastic spark for representatives, who perform getting it done when they know how they fit into a bigger objective.

Stop focusing on exclusive prints designs, now with the vast technology your focus should shift (but not completely) to other web-based applications like icons, avatars, grids, banners, online ads, social media imagery, and many others. It is apparent that brand applications affect your clients’ observations. The way your image is depicted in your stationery, advertisements, web resources, and numerous different pieces influence their comprehension of the worth that your item/benefit offers.

“Yes, every brand has a story—that is how it goes from being a logo and a name to a brand”

The story incorporates desires, history, guarantees, meaningful gestures and feeling. Effortlessness and clarity are our best partners for planning logos, as well as to effectively introduce them for others to utilize. It is our obligation to ensure that brand utilization directions stay clear, and that they can be comprehended by the individuals who read our rules.

This section should include a detailed explanation of the different versions of your logo:

black/white, horizontal/vertical, colored/white/black backgrounds, with/without tagline, among others. Also, it should encompass web-ready versions such as icons, thumbnails and avatars. The entire document should be further supplemented by a folder with the original files for these assets. While “original files” may be defined loosely, it generally involves attaching:

1. A vector rendition of your various logo versions (.ai, .eps, .svg)
2. High-resolution raster versions of your logos (.jpg, .tiff, .pdf, .png)

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You should have a description of the primary and secondary colors associated with your brand. Primary colors are the main colors of your logo and the main colors that will be used in any other design, while the secondary colors are those that complement the primary colors and are used when more colors are needed other than the primary ones (usually in websites, flyers, and vaster designs). While this varies, most brands select between 2-4 primary colors and complement them with a secondary palette of 8-12 more.

Sometimes brands will go as far as to include an extended color palette, which offers many other tonal options. Secondary colors can be subtle variations on the main palette. These palettes often include neutrals like a white, a gray and a black hue. Always include print, screen and web color equivalents. Include print, CMYK and Pantone references, while screen and web are often defined in RGB and HEX codes. To highlight, it could be hard to convert a HEX code to Pantone or other equivalents.
Most brands select a single, main typeface to use for all marketing materials. This typeface is often an extended font family, with various weights and styles.

In your guide, illustrate how the various styles can be applied for items like titles/headers, subtitles/subheads, paragraph titles, emphasized text, captions and body copy. Consider if this typeface can be used in web materials, or select an alternative web-friendly typeface if needed. Also, include one or two alternative typefaces to be used in case your first choice is not available.
Explain how creators are supposed to handle logo white space and placement. If possible, expand on how text should be laid out using web and print grids. A strong web grid system will help unify your online presence, particularly if several developers have to apply your identity in different online marketing materials (landing pages, full websites, and emails among others).

**Signature**

The primary signature is the preferred version of the company identity. The primary signature is the full-color version

These signatures are available in Pantone process color and single-color print processes in positive and negative formats.

Always follow the correct color specifications shown opposite. When specifying the color for the company symbol and type. These artworks should cater for all requirements and you should never attempt to re-create them.
Minimum Clear Space

Always maintain a minimum clear space around the COMPANY signature to preserve its integrity. To maintain visual clarity and to provide maximum impact, the signature must never appear to be linked to, or crowded by, copy differ proportionally from the diagrams demonstrated on this page (Fig. 5).

Minimum Size

Impact of the signature: it must never be reproduced in sizes smaller than those shown in (Fig. 6). For print applications of the primary signature, do not use it smaller than the sizes shown. The ideal placement for the signatures is on a white background. However, when this is not possible, always follow the rules shown on the next page.
Placement on images

When placing the company signatures onto images, always ensure that they are highly visible at all times and that the colors DO NOT clash with those of the brand mark.

Placement on dark colored backgrounds
To place the signatures onto dark backgrounds, always ensure that they are highly visible at all times and that the colors chosen DO NOT clash with those of the brand mark. In most circumstances the reversed full color format should be chosen.

Placement on light or tinted colored backgrounds
When placing the signatures onto light or tinted backgrounds, always ensure that they are highly visible at all times and that the colors chosen DO NOT clash with those of the brand mark. This could be either the full color or single-color versions.
Photographs play an important part in expressing the values of THE COMPANY. It is vital to use excellent photos wherever possible in collateral and advertising.

**Key points**

- Images should look natural, spontaneous and real.
- Wherever possible images should emphasize people, life and activities, operations, products and environment.
- Images should convey personality, diversity and emotion.
- Images should be created with strong composition and perspective images should have a definite object, relationship or event which attracts the viewer’s attention.
- Shown opposite are some examples which may help you to source appropriate images.
Stationery Overview

- Shown opposite is a general overview of the basic COMPANY stationery suite. Use of the signature, typographic style and color, along with a single paper stock, produces a powerful and visually consistent range of stationery.

- Always use the specifications on the following pages when creating THE COMPANY stationery.
Trimmed size
A4 – 210 x 297mm
- Shown opposite is a general overview of the basic COMPANY stationery suite. Use of the signature, typographic style and color, along with a single paper stock, produces a powerful and visually consistent range of stationery.
- Always use the specifications on the following pages when creating COMPANY stationery.

Business Card
- Shown opposite is a general overview of the basic COMPANY stationery suite. Use of the signature, typographic style and color, along with a single paper stock, produces a powerful and visually consistent range of stationery.
- Always use the specifications on the following pages when creating COMPANY stationery.
**Envelope**

**A3, A4 and A5 Envelope**
- Shown opposite is a general overview of the basic COMPANY stationery suite. Use of the signature, typographic style and color, along with a single paper stock, produces a powerful and visually consistent range of stationery.
- Always use the specifications on the following pages when creating COMPANY stationery.

**CD packet and Sticker**
- Shown opposite is a general overview of the basic COMPANY stationery suite. Use of the signature, typographic style and color, along with a single paper stock, produces a powerful and visually consistent range of stationery.

**A4 and A5 Notepad**
- Shown opposite is a general overview of the basic COMPANY stationery suite. Use of the signature, typographic style and color, along with a single paper stock, produces a powerful and visually consistent range of stationery.
**Compliment card**
- Shown opposite is a general overview of the basic COMPANY stationery suite. Use of the signature, typographic style and color, along with a single paper stock, produces a powerful and visually consistent range of stationery.

**Folder**
- Shown opposite is a general overview of the basic COMPANY stationery suite. Use of the signature, typographic style and color, along with a single paper stock, produces a powerful and visually consistent range of stationery.

**Transportation**
- Shown right is a graphic styling for small to large size vehicles. It demonstrates the recommended style and layout that should be applied.
- It shows the use of typographic style and the application of color, which when used together, produce a powerful and visually consistent graphic image.
Bus Branding

- Shown right is a graphic styling for small to large size utility buses. It demonstrates the recommended style and layout that should be applied.
- It shows the use of typographic style and the application of color, which when used together, produce a powerful and visually consistent graphic image.

Promotional Items

Pen and Pencil

- Shown right are COMPANY signature applications for promotional items. It demonstrates the recommended style and colors that should be applied.
- COMPANY website address would be printed on these items.
Gift Packaging and Wrapping Paper

- Wrapping Paper size: 40x60 cm with Spot UV COMPANY Numbers.
- Ribbon should include COMPANY website address in Silver or White Printed on Signature colors.

Bags

COMPANY Shopping Bags would be printed in Signature colors. The color of handle would be one color.

Promotional T-Shirt

COMPANY orders a variety of clothing ranging from staff uniforms to promotional articles. Clothing should feature the Pantone spot color coated logo in either its positive or reversed form. The examples given demonstrate the application of the logo. Other clothing items may be added.
Shown right are signature applications for promotional items. It demonstrates the recommended style that should be applied. This shows the use of typographic style and the application of color, which when used together, produce a powerful and visually consistent graphic image.

**Environment Branding**

**Outdoor Signage**

It shows the use of typographic style, the COMPANY signature and the application of color, which when used together, produce a powerful and visually consistent piece of collateral.
The full page advertisement, shown right, demonstrates the recommended photographic style and layout that should be applied to all COMPANY advertisements. It shows the use of typographic style, the COMPANY signature and the application of color, which when used together, produce a powerful and visually consistent advertisement.
- Example shown is based on a 210mm x 297mm trim size.

Shown right is a graphic styling for Pull-Up Banner. It demonstrates the recommended style and layout that should be applied. It shows the use of typographic style and the application of color, which when used together, produce a powerful and visually consistent graphic image.
Website Home Page
Shown right is a graphic styling for the company website home page. It demonstrates the recommended style and layout that should be applied. It shows the use of typographic style, the COMPANY signature and the application of color, which when used together, produce a powerful and visually consistent graphic image.

Email Signature
Whenever sending an email, the following signature layout should always be followed:
- Name: 12pt “Arial Bold”
- Position: 9pt “Arial”
- Telephone, Mobile and Fax: 9pt “Arial”
- Web address: 9pt “Arial Bold”
- Use 14 line spaces between ‘Mobile’ and the ‘Web Address’.
- Disclaimer (optional): 8pt “Arial”
- Use 4 line spaces between ‘Web Address’ and the ‘Disclaimer’.
The exact content of the disclaimer will be advised by COMPANY’s legal department.
This e-mail signature should be included on all internal and external emails.

COMPANY’ Color

Promotional Email Template

Shown right is a graphic styling for the detailing of our Promotional e-mailer template. It demonstrates the recommended style and layout that should be applied. Clicking on the logo or COMPANY www ... will direct you to main COMPANY website. Clicking on other elements will direct you to the related subject and more information. Maximum height for the Promotional e-mail is 800 pixel based on HTML format.

PowerPoint pages

Shown right is a graphic styling for our PowerPoint presentations. It demonstrates the recommended style and layout that should be applied. It shows the use of typographic style and the application of color, which when used together, produce a powerful and visually consistent graphic image.