Corporate identity exercise 1:

Factors affecting corporate identity

Presentation layout and content

Introduction:

Corporate identity definition- combination of color schemes, logo design and words that a company uses to make a visual statement about itself and to deliver and communicate their message. A symbol, to show how a brand or corporation view itself and wishes to be viewed and recognize by audience.

1. **ETHNICITY**

*Definition:* an [ethnic](http://www.dictionary.com/browse/ethnic) group; a social group that shares a common and distinctive culture, religion, language

**Chief Illiniwek Logo**

What? **Chief Illiniwek** was the official mascot of the University of Illinois at Urbana–Champaign from 1926 to February 21, 2007. The mascot was portrayed by a student dressed in Sioux regalia to represent the Illiniwek, the state's namesake.

Why the controversy? The logo mascot was a misappropriation of indigenous cultural figures and rituals and that it produced stereotypes of American Indian peoples. As a result of this controversy, the NCAA termed Chief Illiniwek a "hostile or abusive" mascot and image in August 2005,banned the university from hosting post season activities as long as it continued to use the mascot.

Those in favour of retiring the logo stated the mascot perpetuates offensive racial stereotypes; the opposing group argued that the symbol is representing not only a proud people but the great spirit of a great university.

**Washington redskins logo**

What? it is a professional American football team based in Washington metropolitan area established in 1932.

Why the controversy? The term “Redskins” is a radical term for those of Native American decent, it is offensive as the term originated from the 19th century when hunters killed Indians for profit returning the bodies to prove that was called “redskin” meaning a scalp. Thus the term is not a positive word that shows respect to the Native American Community.

The use of Native American names by non-native sports team is offensive and stereotyping.

1. **GENDER**

*Definition:* a similar category of human beings that is outside the male/female binary classification and is based on the individual's personal awareness or identity.

**Coco chanel (feminine)**

**What**? Chanel S.A. is a French high fashion house that specializes in haute-couture and ready-to-wear clothes, luxury goods and accessories. Founded in 1909 by Coco Chanel.

**Why and how** (style and target market)

The brand is a timeless fashion brand which the fashion designer Coco Chanel catered to women’s taste for elegance in dress with blouses and suits, trousers and dresses and jewellery of simple design to replace the over designed clothes is 19th century fashion.

Nowadays, Chanel products have been personified by models and actresses.

**Philosophy di Lorenzo Serafini (feminine)**

**What**? An Italian fashion brand founded in 1984 by Alberta Ferretti, this brand stands out as a synonym of [feminine elegance](http://www.elegantwoman.org/), quality and innovation.

**Why and how** (style and target market) it is named as one of the most feminine and elegant fashion brand with romantic Italian design. The current creative director of the brand Serafini focused in designing women outfits with a touch of glamour in their romantic root, with graceful gowns crafted in layers of rippling georgette and flowing chiffon, showing their most beautiful when in motion.

**Dunhill(gentleman)**

**What?** It is a British [luxury goods](https://en.wikipedia.org/wiki/Luxury_goods) brand, specialising in [ready-to-wear](https://en.wikipedia.org/wiki/Ready-to-wear), custom and [bespoke](https://en.wikipedia.org/wiki/Bespoke) menswear, leather goods, and accessories. Founded by Alfred Dunhill in 1907.

**Why and how** (style and target market)

The brand started as maker of pipes, tobaccos and smoking accessories and became the ultimate name in expensive gentlemen’s baubles, selling including watches, belts, blazers, scent and cigarettes, lighter targeted to male audience. Especially in the older century for the british middle and upper class males.

**The Marlboro cigarettes (masculine)**

**What**? The **Marlboro Man** is a figure used in [tobacco advertising](https://en.wikipedia.org/wiki/Tobacco_advertising) [campaigns](https://en.wikipedia.org/wiki/Advertising_campaigns) for [Marlboro cigarettes](https://en.wikipedia.org/wiki/Marlboro_%28cigarette%29). In the United States, where the campaign originated, it was used from 1954 to 1999.

**Why and how** (story, style and target market)

The Marlboro advertising campaign, created by [Leo Burnett Worldwide](https://en.wikipedia.org/wiki/Leo_Burnett_Worldwide), is said to be one of the most brilliant advertisement campaigns of all time. Marlboro cigarettes were some of the first in the U.S. to feature filters ,which at the time were considered feminine. So to increase sales among men, the manly icon Marlboro Man campaign was born. Successfully transformed a feminine slogan “mild as may” into a masculine one

1. **CLASS**

**Ferrari**

**What Ferrari** is an [Italian](https://en.wikipedia.org/wiki/Italy) [sports car](https://en.wikipedia.org/wiki/Sports_car) [manufacturer](https://en.wikipedia.org/wiki/Manufacturer) based in [Maranello](https://en.wikipedia.org/wiki/Maranello). founded on September 13, 1939 by Enzo Ferrari and the current president of Ferrari world is Sergio Marchionne. Its revenue is €2.854 billion.

**Why and how** Ferrari is a sign and icon of strong wealth, luxury and high class. Many other people buy Ferrari and it’s not only bought for racers but also for their high class symbol. Its was named as the most expensive car ever sold when Craig McCaw bought the Ferrari 250 GTO for $38,115,000.

**Hermes Paris**

**What Hermès** is a French high fashion luxury goods manufacturer established in 1837. It specializes in leather, lifestyle accessories, home furnishings, perfumery, jewellery, watches and ready-to-wear.

**The logo:** Hermès began as a small harness workshop in Paris, which was dedicated to serving European noblemen and creating luxury harnesses and bridles for horse-drawn carriages. Thus a royal carriage and horse.

**Why and how** Brand Value: $19,2 Billion

The company is the second most valuable luxury brand in the world, named due to its costly price.

In 2011, Hermès set a world record, when one of their famous bags, the Hermès Birkin Bag, was sold at an auction for an astonishing price of $203,150 and became the most expensive purse to be sold at an auction.

1. **NATIONALITY**

**Singapore airline (Singapore)**

**What Singapore Airlines Limited** is a high quality airline and the [flag carrier](https://en.wikipedia.org/wiki/Flag_carrier) of [Singapore](https://en.wikipedia.org/wiki/Singapore) with its hub at Singapore Changi Airport.

**Why and how** The airline name itself shows the nationality of Singapore and the logo uses the Singapore Girl as its central figure in corporate branding. This is to show and brands it as a symbol representing the country and showing pride in nationality.

**Mitsubishi (Japan)**

**What Mitsubishi Motors Corporation** 三菱自動車工業株式会社 Hepburn is a Japanese [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) automotive manufacturer headquartered in Minato, Tokyo, Japan.

**Why and how**

Part if the biggest industrial group in Japan, and the company was originally formed in 1970 from the automotive division of Mitsubishi Heavy Industries, the color is also in the color of the national flag.

1. **STATUS**

**Mercedes Benz**

**What Mercedes-Ben** is a global automobile manufacturer and a division of the German company Daimler AG. The brand is known for luxury vehicles, buses, coaches, and trucks

**Why and how** The Mercedes-Benz brand stands for the aspiration to deliver ‘The best’ in terms of products, technology and services. In the S-Class segment in particular, customers have very high expectations with regard to exclusivity and individuality. They fulfill desires and deliver high quality to target audience in high social status

**Honda**

**What Honda Motor Co., Ltd.** 本田技研工業株式会社is a Japanese public multinational conglomerate corporation primarily known as a manufacturer of automobiles, aircraft motorcycles, and power equipment.

**Why and how** it is a very family friendly and affordable mobile vehicle brand that people can afford. Honda became the second-largest Japanese automobile manufacturer in 2001. Honda was the eighth largest automobile manufacturer in the world. Due to its high affordability a lot of consumers purchase them.

1. **EMPLOYMENT**

**Speedo (swimmers)**

**What Speedo International Ltd.** is an Australian manufacturer and distributor of swimwear and swim-related accessories based in Nottingham, England. Founded in 1914 by Alexander MacRae

**Why and how** Due to their success in the swimwear industry, the word "Speedo" has become synonymous with racing bathing suits. Speedo sponsors a number of national swim teams across the globe, including USA Swimming, British Swimming and the Japan Swimming Federation.Most famous endorsement:Olympic swimmer Michael Phelps’ first Endorsement Deals was with Speedo back in 2002

**Fender (guitarist artists)**

**What Fender Musical Instruments Corporation** (FMIC) is an American manufacturer of stringed instruments and amplifiers. It is famous for its solid-body electric guitars and bass guitars

**Why and how** products are instruments targeted musicians and band artists especially guitarists

1. **CULTURE**

**Beijing 2008 Olympic logo**

**What the message** it is the journey to the future showing an ancient culture embracing the modern world also a nation movie forward a new destiny.

**Why and how**

**Image** Displaying the graceful ancient Chinese art form of calligraphy expressed the grace and character of the Chinese people, the charm and beauty of its traditions. Inspired by the ancient figure for Beijing, the new image of China's Olympic quest turns the city into a dancing athlete, a cultural exchange between East and West.

**Shape and spirit** the form of the dragon reflects the majesty of the Chinese culture delivering the power to promise and the spirits of the nation in its curve

**Color** Red, the color of china, also a significant color in the culture symbolizing luck, celebration and new beginning,

The history of Whoo



 

**What?** a Korean beauty brand who sells unique regal designed makeup and skincare products.

Why? The products packaging are designed to look very regal and luxurious like the royals. It is inspired and based on the art and culture the ancient Korean dynasty especially the queen. The intricate and iconic pattern of the packaging is very symbolic and special in the Korean culture representing the royals it also appears a lot in their ancient accessories and interiors. The packaging of the products are all based upon the unique traditional dynastic culture of South Korea.

**Cacedeus medical symbol**

**What** the staff carried by hermes in greek mythology nowadays used as a branding symbol of medical related corporate.

**Why and how** in the western culture a snake means evil and poison however a snake on a stick or a cross means defeat satan thus meaning the power to heal, hence it is used a symbol of medical curing and medication until current day,

1. **SUB CULTURE**

**Thrasher skateboard magazine**

**What** a skateboard magazine founded in 1981 by [Kevin Thatcher](https://en.wikipedia.org/w/index.php?title=Kevin_Thatcher&action=edit&redlink=1), [Eric Swenson](https://en.wikipedia.org/wiki/Eric_Swenson), and [Fausto Vitello](https://en.wikipedia.org/wiki/Fausto_Vitello), and published by High Speed Productions, Inc. of San Francisco, USA.

**Why and how**

The publication consists primarily of skateboard- and music-related articles, photography, interviews and skatepark reviews. Targeted for audience who are in the sub culture of skateboard club.

**Kat Von D beauty**

**What** a gothic pin up makeup brand by famous tattoo artist Kat Von D, who designed her packaging herself based on gothic tattoo design she had created

**Why and how** the cosmetics are all wrapped up in gothic tattoo style pattern packaging showing a grunge and gothic looks and feels with the choice of color tone, visuals and typography. It even has an eyeshaow palette called the pastel goth.

1. **SOCIAL CONTEXT**

**Sony racist Ad**

**What** The ad ran in the Netherlands in 2006 to advertise a white model of the PlayStation Portable, and it quickly drew controversy and social issue of racism and racial discrimination.

**Why and how** The image is striking: A pale woman with white hair is grabbing a black woman by the face. The white figure looks angry and determined. The black figure looks submissive; her body all but disappears into the background of the ad itself. “PlayStation Portable,” the text says. “White is coming.” Very offensive and racist to the minority.

**Victoria Secret controversy ad**

**What** Victoria’s Secret lingerie ads featured the words The Perfect “Body”‘ over tall, thin and beautiful models. The line (which is called “Body,”) boasts the perfect fit, perfect comfort and claims that it is perfectly soft.

**Why and how**

Women audience have not found the campaign to be “perfect”claiming that it gives women a false sense of beauty and an unattainable image of perfection. A petition has gone around and racked up more than 27,000 signatures against the ads. After this, advertisements have been altered to read:“A Body For Every Body” over the same picture.