

## Definitions

Company identity - A desired image acquired and communicated by the company to the public through consistent visual communications (Napoles, 1988, p. 93).

Company image - The way in which the public perceives a company - including consumers, competitors, suppliers, the government, and the general public (Napoles, 1988, p. 20).

Compatible typography - A type style that complements the signature used for supplementary copy, such as address blocks and advertisements (Napoles, 1988, p. 94).

Identity system - A system of visual communications, graphically coordinated in such a way that the public easily identifies the company and its activities (Napoles, 1988, p. 93).

Logotype - The company name, designed in a unique and individual form. This does not include setting the name in an existing type style (Napoles, 1988, p. 93).

Marketing Aesthetics - The artistic concern of emotion and sensation in the dealings of advertising, selling, packaging of the product (Benjamin, 1999. p. 79)

Mission - A statement that defines the business organization's reason for existence (Evans & Lindsay, 2002, p. 245).

Recall - When an individual comes in contact with the symbol identifier and relates it back to the company it represents (Napoles, 1988, p. 25).

Signature - The company name (logotype) and symbol used as a unit in a variety of arrangements that describe the company, its divisions, or its activities (Napoles, 1988, p. 94).

Suggestiveness - When a potential customer wants to buy a product and a particular company comes to mind (Napoles, 1988, p. 25).

Symbol - A graphic device (mark) that distinguishes a company, its activities, and its products and promotes immediate identification of these by the public (Napoles, 1988, p. 93).

Target Market - The audience demographic that has an interest in the company and/or product (Benjamin, 1999. p. 80).

Values - The guiding principles that shape the company's behaviors and cultures (Evans & Lindsay, 2002, p. 246).

Vision - The anticipation of where the business is headed and what it intends to be (Evans & Lindsay, 2002, p. 245).