

A Study on the Practice of Maintaining Corporate Identity in Bangladesh

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Abstract

Building Corporate Identity is an inevitable part of increasing brand equity. Proper Corporate Identity and proper positioning strategy is required to build a strong brand. Creating and maintaining corporate identity is an important phenomenon in the world of marketing communication. A communication program or campaign maintaining corporate identity increases the recognition and recalling ability of the target people. I want to find out the practice of building corporate identity and maintaining corporate identity in Bangladesh. I have observed many organizations, and surveyed some national and multinational organizations through structured questionnaire. The major findings of the research are given below:

- More than 50% corporates have corporate identity manual
- Most of corporate claims that they have proper guideline which helps them protect their logo being misused
- 80% Bangladeshi corporates have specific logo which maintain specific measurement ratio
- All corporate claims that they have specific corporate colors and maximum numbers of corporate uses three colors as their corporate color.
- None of Bangladeshi corporate has specific character to use in their communication program; like, 'Fido' for 7up and 'Louie' for Mortein.

Keywords: Corporate Identity, Types of Corporate Identity, Criteria for choosing Brand Elements, Elements of Corporate Identity.

1. Introduction

Now a day is the days of communication. In this era of globalization, people has been communication dependent. The more of the peoples' life are being faster the more they are being communication dependent through different media, especially internet. The faster communication movement is approaching the movement of globalization fast. Consequently cross border barriers are being relaxed. And in the era of technology, competition of various companies are being increased. Companies are very much concern about its communication. In the present world, product or service cannot be sold without communication, even if the product is better in quality, price and service. Therefore, marketer must have to communicate its products to its target customer. And usually marketer does it, and some of them does it nicely. They properly communicate to their target customer maintaining their corporate identity. There are different many similar products in the market. Marketer requires to build unique corporate identity so that the similar product or service may take unique position in the mind of target customer and to make unique identity marketers create corporate identity. On the other hand, cross boarders barriers are being relaxed; companies are merging to another companies; and it is also increasing the requirement of building and maintaining corporate identity in the home and in the world.

2. Review of Literature:

2.1 Corporate Identity

Every organization carries out thousands of transaction every day through buying and selling, hiring and firing, making and promoting, painting and cleaning as well as it also informs through advertising, web and other media and so on. It makes its all transactions with its primary, secondary and tertiary markets that is people who has an organizational relationship such as the users of the service or product, the purchasers (who are not necessarily the end users), staff, and their friends and families, suppliers, competitors, potential employees, and its community. "All these transactions, the organization will in some way presenting itself – or part of itself – to the various groups of People with whom it deals. The totality of the way the organization presents itself can be called its identity" (Wally Olin, 2001).

2.2 Types of Corporate Identity

According to Wally Olin corporate Identity of most company can be divided into three general categories:

Corporate: This is where the organization uses one name and one visual system throughout all of its interactions (Wally Olin, 2001).

Endorsed: Most companies grow (at least partly) by acquisition. The acquiring company often eager to preserve

the goodwill (equity) associated with these acquisition. Under an endorsed identity strategy, the parent endorses its subsidiaries with the corporate name and sometimes visual style (Wally Olin, 2001).

Branded: Some companies especially those in consumer products, separate their corporate their corporate identity form the identities of the brand they own, eg. Unilever. The final customer identifies with brand and other audience (people associated with corporate) the corporation. Brands have names, reputations, lifecycles, and personalities of their own and they may even compete with other brand from the same company (Wally Olin, 2001).

2.3 Criteria for Choosing Corporate/Brand Elements:

The main elements of brand are brand names, logos, symbols, characters, spokes people, slogans, jingles, packages, signage and corporate stationeries. In order to select any elements of brand following six facts must be kept in mind Keller Kevin Lane (2008):

- 1. Memorable**
 - Easily recognized
 - Easily recalled
- 2. Meaningful**
 - Descriptive (*general information about the nature of the product category*)
 - Persuasive (*specific information about particular attributes and benefits*)
- 3. Likable**
 - Fun & interesting
 - Rich visual & verbal imagery
 - Aesthetically pleasing
- 4. Transferable**
 - Within or across product categories
 - Across geographic boundaries & culture
- 5. Adaptable**
 - Flexible
 - Updatable
- 6. Protectable**
 - Legally
 - Competitively

Source: Keller Kevin Lane (2008) *Strategic Brand Management*, Pearson Education Inc.

For example if someone select a corporate name or logo it should be easy to recognize and easy to recall; it should be meaningful related to the product or service and it may express the benefit and attribute of product or service. The name and logo should be interesting may be through fun, may carry rich visual, overall aesthetically pleasing. It should be transferable within or across product categories or across geographic boundaries and culture. The name and logo should be flexible and updatable, and it should be legally competitively protectable.

3. Elements of Corporate Identity

For a good corporate design, we need to be aware of two main elements, which can be further broken down into a total of seven “ingredients”: **1.** design, as in artistic representation (**logo, typography, colors**), and **2.** design strategy (**brand, quality, community, culture**) (György Fekete, October 6th, 2008).

3.1 Logo

A logo is designed for immediate recognition. Users often identify a corporation by its logo (György Fekete, October 6th, 2008). Logos can be based on typography of corporate names written in a distinctive form, or it may be entirely abstract designs that may be completely unrelated to the word mark, corporate name, or corporate activities. Examples of brands with strong word marks and no accompanying logo separate from the name include Coca-Cola, Dunhill, and Kit Kat. Examples of abstract logos include the Mercedes star, Rolex

crown, CBS eye, Nike swoosh, and Olympic rings. These non-word mark logos are also often called symbols (Keller Kevin Lane, 2013).

3.2 Typography

A well-proportioned, clean font can make all the difference on a website or even a corporate flyer. Good typography creates that “There’s something about that” feeling in people’s consciousness (György Fekete, October 6th, 2008). This face should be used in all stationery: letterheads, business cards, with compliments slips, forms and internal memos. With cascading style sheets in Web documents, it can continue into the Web site, too. It also should be used with its various fonts in all publications: annual reports, staff newsletters, corporate plan documents, reports, product literature, brochures and pamphlets—in fact, any publication that could be considered a corporate document. Some organizations choose more than one ‘support’ typeface, but this can be an unnecessary complication, and is more difficult to handle with success (David Whitbread, 2001).

Type falls into five main categories: serif type, sans serif type, scripts, specialty or display typefaces, and symbol or picture font (David Whitbread, 2001). Serifs are semi-structural details or small decorative flourishes on the ends of some of the strokes that make up letters and symbols. An example would be the Times New Roman font. Sans serif does not have these details or flourishes. An example would be the Arial font. (<http://maconprinting.com/serif-versus-san-serif-fonts>, April 14, 2017).

Serif type is believed to be the most readable type for continuous text, which is why many magazines, books and newspapers use serif type for body copy...‘Sans serif’ is a French term, which means ‘without serif’... Though sans serif type is considered to be less readable than serif type, it is the most legible type...Its greater legibility is one of the reasons that sans serif type is used for headlines, billboard advertising and number-plates, and for signage on highways, at hospitals, in airport terminals and car parks (David Whitbread, 2001).

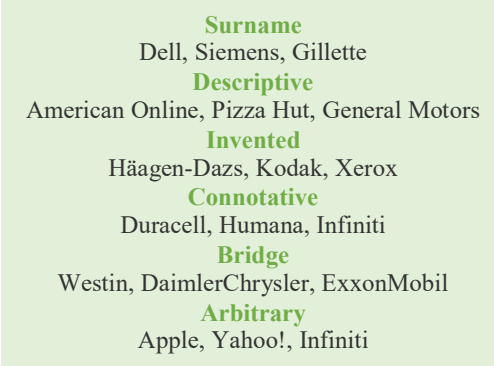
3.3 Color

Another significant association in a visual identity is the color or colors selected to represent an organization. Starting with the colors used in the symbol and logotype, develop a suite or palette of colors that can be used for different purposes (David Whitbread, 2001). Research conducted by the Institute of Color Research reveals that all human beings make a subconscious judgment about a person, environment or item within 90 seconds and that that assessment is based on color alone. This demonstrates the important role of colors in corporate graphic design (György Fekete, October 6th, 2008). A graphic designer should take into consideration of the different color combinations, color meanings and color theory. The corporate color scheme that the designer chooses makes a strong statement about the organization and how it does business. As with all of the other seven elements, colors should emphasize the philosophy and strategy of the corporation (György Fekete, October 6th, 2008).

3.4 Brand

Brand is the definition of corporate business. The name of an organization can also serve as its brand (György Fekete, October 6th, 2008). Brand value reflects how a company is perceived in the marketplace...Branding is not about getting a target market to choose one corporation over its competition, but about getting prospects to see the corporation as the only one that provides a solution to their problems (György Fekete, October 6th, 2008).

The figure mentioned below the different types of possible brand names according to brand identity experts Lippincott.



Surname
Dell, Siemens, Gillette
Descriptive
American Online, Pizza Hut, General Motors
Invented
Häagen-Dazs, Kodak, Xerox
Connotative
Duracell, Humana, Infiniti
Bridge
Westin, DaimlerChrysler, ExxonMobil
Arbitrary
Apple, Yahoo!, Infiniti

Source: Lippincott Brand Name Taxonomy <http://www.lippincott.com> (Keller Kevin Lane, 2013)

3.5 Quality

It defines a company through its policies, procedures and responsibilities to its users. A company that offers quality products or services has a great chance of bringing a user back not just once but many times over. Quality should be reflected in every aspect of a corporation: how it does business, the kind of products or services it produces, how it handles its prospects and clients. The same is true for the corporation's website design, too (György Fekete, October 6th, 2008).

3.6 Community

Many large corporations tend to neglect this aspect of their business. The first large company that recognized this important element was Apple. It created a dedicated, enthusiastic community around its products, which eventually paid off in the long run...A company should always keep in mind that without quality products or services, it can't project a positive image to its user base. One way of forming a community is by recruiting company product evangelists. Evangelism is a form of word-of-mouth marketing in which a company nurtures customers who strongly believe in the company's products, with the result that these customers actively promote them and try to convince others to buy and use them. These people often become the key influencers in the community, and because they're not paid or affiliated with the company, they are perceived by others as being credible. Let's take Apple's example and find out the three steps of creating a community (György Fekete, October 6th, 2008):

- As a first step, which is the most important one, It creates quality products that are targeted to a specific audience.
- It encourages customers to meet and share, as is the case with iPods.
- It focuses on specific key aspects of the product and associates them with the company's philosophy. In Apple's case, that aspect is a better user experience (György Fekete, October 6th, 2008).

3.7 Culture

When speaking of culture, one shouldn't take it to mean community. Culture is the tastes, manners, knowledge and values that are shared and favored by the community. If a corporation has communities formed around its products, it doesn't necessarily mean that these communities have a healthy culture. In fact, a bad culture can ruin a company's reputation with future prospects (György Fekete, October 6th, 2008).

Microsoft is, sadly, a good example of bad community culture. This culture is mainly the result of the company's policies and how it has nurtured its community. On the other hand, Apple created a relatively healthy community by enveloping its products in mystery and rumor. Think of the long lines in front of Apple stores around the US, Europe and even Asia, anxiously waiting for the iPhone. The customers even called it the iLine (György Fekete, October 6th, 2008).

4. David Whitbread provided a Manifestations of Corporate Identity as a checklist:

<p>Stationary range</p> <ul style="list-style-type: none"> ○ Letterheads ○ Continuation sheets (second page letterhead) ○ Memorandum sheet ○ Minute paper ○ Media releases ○ Facsimile cover sheets ○ Business cards ○ With complement slips ○ Envelop ○ Folders pads and Post-it notes ○ E-mail signature blocks <p>Advertising and Marketing materials</p> <ul style="list-style-type: none"> ○ Television commercial ○ Radio commercials and recorded messages ○ Web site ○ Screen based information system, such as CD-ROMs ○ Newspaper advertisements --display ads --classified ads ○ Magazine advertisement ○ Direct-mail packs ○ Posters and billboards ○ Taxi and bus advertising ○ Exhibition and trade show displays ○ Promotional calendars and giftware ○ Greeting cards ○ Promotional and training videos ○ Telephone answering messages ○ Product packaging 	<p>Publications</p> <ul style="list-style-type: none"> ○ Technical manuals and instructional materials ○ Staff manuals and corporate planning documents ○ Reports and research documents ○ Annual reports and prospectuses ○ Proposals ○ Newsletters ○ Brochure and pamphlets ○ Flyers, circulars, inserts and handbills ○ Catalogues and price lists ○ Product literature and updates ○ Guidebooks and programs ○ Menus and orders of service <p>Various internal and external forms</p> <ul style="list-style-type: none"> ○ Screen-based information systems and databases ○ Application forms ○ Order forms, purchase orders and price lists ○ Invoices and statements ○ Contracts ○ Job records time sheets ○ Cheques and receipts ○ Requisition and packaging slips ○ Questionnaires and return mail cards 	<p>Signage</p> <ul style="list-style-type: none"> ○ External building signage ○ Car park signage ○ Directional signage within buildings ○ Foyer identification ○ Room identification and name plates ○ Hours of business ○ Vehicles ○ Umbrellas and sandwich boards ○ Exhibitions trade shows and displays <p>Uniforms</p> <ul style="list-style-type: none"> ○ Counter and sales staff ○ Office staff and senior staff ○ Ushers and serving staff ○ Ties and scarves ○ T-shirts <p>Others</p> <ul style="list-style-type: none"> ○ Packaging, bags, mailing labels and wrapping paper ○ Product labeling, swing tags and tickets ○ Certificates ○ Presentation materials -overhead projection cels -slides and computer presentations -handouts -charts and diagrams ○ Interiors -office décor -retail store -warehousing facilities -counters and booths
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Source: David Whitbread 2001, The Design Manual, The University of New South Wales Press Ltd.

5. Objective of the Study

The main objective of the study is to explore the information related to the practice of building and maintaining corporate identity in Bangladesh.

6. Research Methodology

6.1 Research phase/ Type

The research is exploratory research by its nature. I have collected required information from different sources like books, internet, journals etc. I have also surveyed different organization to see their practice in maintaining their corporate identity.

6.2 Types of Data Used

I have collected both primary and secondary data.

6.3 Sources of Data

The source of primary data in the study are survey and oservations. I have surveyed different organization to see their practice in maintaining their corporate identity. The sources of secondary data are books, internet, journals etc.

6.4 List of Respondents

- Activision Advertising Ltd.
- Shamol Bangla Media Ltd.

- Bitopi Advertisement Ltd.
- Artery communication bd
- Craftsmen Design
- Motion Maker Communication
- Interspeed Advertising
- Powerpoint FX
- Shanto-Mariam University of Creative Technology
- Prescription Point

6.5 Sampling Size

I have surveyed on ten organizations

6.6 Data Preparation & Analysis

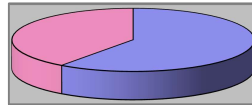
After getting information from ten organizations, I have calculated the percentage of different information.

7. Findings

The findings of my survey are given below with pie graph:

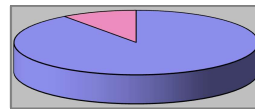
7.1 Does your corporate have corporate Identity Manual?

- Yes (60%)
- No (40%)



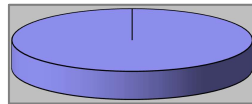
7.2 Does your corporate maintain corporate identity for every of your communication?

- Yes (90%)
- No (10%)



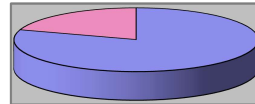
7.3 Do you have specific corporate name to communicate & maintain corporate identity?

- Yes (100%)
- No (00%)



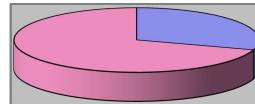
7.4 Do you have specific logo which maintain specific measurement ratio?

- Yes (80%)
- No (20%)



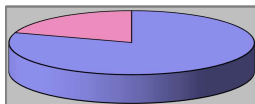
7.5 Is your logo only typography based?

- Yes (30%)
- No (70%)



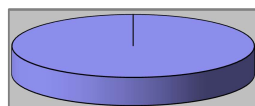
7.6 Do you have any guidelines which help you to protect your logo being misused? (logo can be misused by distortion in shape, wrong color, imperfect width & height)

- Yes (80%)
- No (20%)



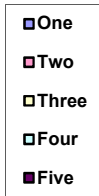
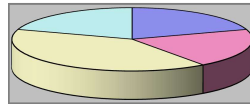
7.7 Do you have the corporate color?

- Yes (100%)
- No (00%)



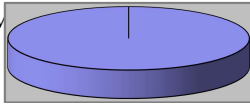
7.8 How many corporate colors in your corporate identity?

- One (20%)
- Two (20%)
- Three (40%)
- Four (20%)
- Five (00%)



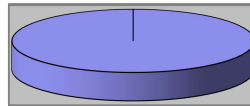
7.9 Do you have RGB and CMYK color?

- Yes (100%)
- No (00%)



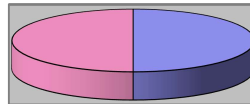
7.10 Do you check whether your designer faithfully put RGB and CMYK values of your corporate color when they design to communicate?

- Yes (100%)
- No (00%)



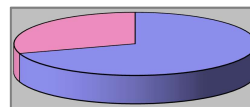
7.11 Have your company created own typography for your corporate logo?

- Yes (50%)
- No (50%)



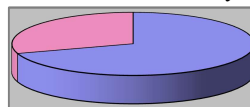
7.12 Do you have specific type font to use in visual communication?

- Yes (70%)
- No (30%)



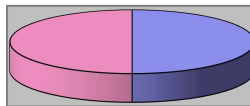
7.13 Is there any slogan or tagline which is added to your logo?

- Yes (70%)
- No (30%)



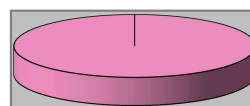
7.14 Is there any guideline for non visual communications of your corporate? (Examples Non visual communications are phone manner, behavior to employee, customer, or clients, communication of longevity of the corporate, etc.)

- Yes (50%)
- No (50%)



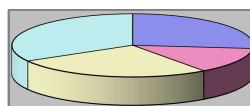
7.15 Do you have specific character for communication, like fido for 7up, Louie for Mortein?

- Yes (00%)
- No (100%)



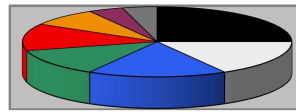
7.16 What are the Medias you chooses for your marketing communication?

- TV (04)
- Radio(02)
- Newspaper(04)
- Magazine(05)



7.17 Give tick on the corporate colors of your corporate?

- Black (ticked 6 Times)
- White (ticked 4 Times)
- Blue (ticked 4 Times)
- Green (ticked 3 Times)
- Red (ticked 3 Times)
- Orange (ticked 2 Times)
- Purple (ticked 1 Times)
- Gray (ticked 1 Times)



8. Conclusion and Recommendation

8.1 Conclusion

In this research I got idea of maintaining corporate identity of Bangladeshi corporate. Among the corporates, 60% corporates of Bangladesh have corporate identity manual. 90% corporate claiming maintain corporate identity in their communication. All corporate have specific corporate name and they maintain it. 80% corporate of Bangladesh have specific logo which maintain specific measurement ratio. 30% logos are only based on typography. 80% corporate claims that they have proper guideline which helps them to protect their logo being misused. All corporate have their corporate color. According to the survey, 20% corporate have one corporate color, 20% corporate have two corporate colors, and 20% corporate have four corporate colors and another 40% corporate have 3 colors as their corporate color. That is, the survey shows that the maximum numbers of corporates uses three colors as their corporate color. In the survey questionnaire, the respondents have been asked to give tick on the colors that are included in their corporate colors. Among 10 corporates, black is ticked 6 times as their corporate color and it has got maximum tick; accordingly white and blue 4 times, green and red 3 times. All corporate claims that they maintain RGB and CMYK color value of their corporate color and they check whether the designer faithfully put RGB and CMYK value of their corporate color. 50% corporate use their own created typeface in their logo. 70% corporate uses the specific type-font in their visual communications. 70% corporate have slogan or tagline added to their logo. 50% corporate have guideline for non-visual communication (like, phone manner, behavior to employee, customer, or clients, communication of longevity of the corporate, etc.). None of Bangladeshi corporate have specific character to communicate like, Fido for 7up, Louie for Mortein. Respondent had been given the options of media to tick that they choose for their communication. Magazine have been ticked 5 times as their media, accordingly Television and Newspaper 4 times, and radio 3 times.

8.2 Recommendation

Professionalism in marketing communication has not built yet in Bangladeshi market. The people who are related to marketing communication often claims that they proposes to top authority to create corporate identity manual and accordingly maintain the identity through their stationeries, website, advertisement, and through their billboard, etc. but the all the owner has not got yet the touch of contemporary modern communication process. As a result, some of the owners are not inclined to build corporate identity for their corporate by investing some amount of money. Now days are being changed in this era of technology and globalization, more Bangladeshi corporate should create and maintain corporate identity in their communication for better visible marketing communication and for unique identity.

9. Limitation of the Study and Direction for further Study

The main limitation of my study is the small sample size. As I could not give much time for my study I had to work with small sample size. Another limitation is that only service providing organizations are taken as sample. Therefore, one can further study on this topic to overcome of those limitations.

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