

Studio@Softnetsol



Whitepaper

Corporate Identity: The Six Universal Attributes of a Great Mark

Corporate Identity:

The Six Universal Attributes of a Great Mark

The Six Universal Attributes of a Great Mark:

1. **Distinctive**

The design idea need not be unique in the world, just distinctive enough so you can “own” it in your particular marketplace.

2. **Practical**

Can be printed small, in ink or pixels; works in black on white as well as in colors; works in reverse too, white on black. A layout which does not need specific print specification and creates an impact any and everywhere it is reproduced.

3. **Graphic**

Communicates purely in visual terms, to the right brain hemisphere; doesn't depend on verbal, intellectual interpretation. If it's a wordmark, it can be recognized by form alone (you don't have to “read” Coca-Cola's logo more than once or twice).

4. **Simple in form**

Contains only one graphic idea, one gimmick, one dingbat. Thus if there's a symbol, the accompanying name is plain and unadorned. And if it is a wordmark, one idea or device makes it special—like IBM's stripes.

5. **One message**

In content too, great designs try to express no more than one attribute (such as stature or speed or dynamism) and support a single aspect of positioning.

6. **Appropriate**

In the end, of course, the content's got to be right. An otherwise-great mark fails if the reputation, positioning, and personality expressed are at odds with management intentions.

In today's world we are already cluttered with too much of information. We need to understand what information we need to present and present it right and direct so that it is their to stay and it makes its own space.

Disclaimer:
Please contact Softnet Solutions for reproduction and content permissions.
This document is meant for sharing knowledge and may include customary processes which might be copyright Softnet Solutions.
References from various sources have been used for preparation of this document.
References to Brands and use of other corporate identity might have been made use for explanatory purposes only and by no means aims at any specific personal or corporate objective.



info@softnetsolutions.com
<http://www.softnetsolutions.com>



Studio@Softnetsol