

No business exists in a vacuum: it is essential for success to differentiate yourself from your competition. Without a distinct look to set it apart, your company runs the risk of being lost in the crowd. A corporate identity is no longer just 'a logo,' it reflects the essence of your company. The objective of a properly executed corporate identity program is the visual presentation of an organization's unique personality. The client's initial focus may be on the development of a new logo, but the procedure involves several phases and a wide range of expertise to furnish a full-fledged, professionally executed corporate identity program.

LUSH media's experience benefits our clients when it comes to designing your corporate identity. Having a diverse customer base with very different business models and objectives, shows our versatility and vision in creating a perfect visual representation for any potential client.

Branding

In a consumer driven society, designers are being asked to create a distinct visual image or campaign to identify and differentiate a particular brand or commodity to captivate the consumer. A unique identifiable look associated with a certain product makes the design, along with advertising, packaging, and direct mail, work.

Once the corporate id has been created your logo is only as good as it's implementation - stationery, letter head, business cards, packaging and/or advertising campaign - needs to be well thought out and properly executed to create brand awareness (and increased sales).

art(e)auktion



CENTRAL PARK WEST
NEW YORK



hanna & glacie



Corporate Identity is a accurate visual presentation of an organization's unique personality.

