






agency	<p>Corporate design</p> <p>Marks a part of the Corporate Identity design (CD) Corporate and comprises the entire visual appearance of a business or an organization. Belongs to it as well as the formation of the communication-means (trademarks, Logo's, business-paper, advertising-means, vehicle-labeling, calling cards, company-presentations on CD etc..) also as the product-design. Also the architecture is included with a reasoned Corporate design as well.</p> <p>Formation of communication-means</p> <p>The formation of all elements of the Corporate design happens under uniform points of view (advertising-constants) in order to gain a recognition-effect with every contact. This means mostly that as well the company-colors, like the company-logo or another (for example geometrical) reason-motive itself on all communication-means decides (usually also at similar position and in similar order). Also component of the Corporate can be designs a logically use font (house-writing). The Corporate design often finds application also with the internal communication-means so that also employees identify themselves with the company and carry the image of the business after outsides.</p> <p>Corporate design - re-recognizability with practical benefit</p> <p>An important principle of the Corporate design, also like the industrial design broadly, the rule is "Form follows Function". Beside the re-recognizability, the practical benefit must be guaranteed. A house-writing for example should be not only again-recognizably but also well legible. The Corporate design</p>	  <p>Print-version of this side</p>
online-marketing		
webdesign		
seo		
cms		
online-shops		
corporate design		
editing		
digitalphotography		
video filming		
downloads		
links/partner		
sitemap		
	 <p>builds & design Am Berge 38 D-37136 Seulingen phone: +49(0)5507/979379</p>	