

Corporate Identity Manual

To what end?

To ensure that the brand image is applied uniformly and consistently and establish certain reproduction guidelines.

What does it involve?

The corporate identity manual defines how every aspect of the brand image must be reproduced. It is essentially a reference document to be used whenever someone needs to consult or convey the rules governing the brand's use. Each manual has a general section containing a set of basic rules regarding the construction and development of the corporate identity, and a second section describing how the logo should be applied to each specific channel of communication and type of stationary.

References

UNICO Hotels.