

Allied Corporate Identity

Design, Communication & Behavior...we can help with 2 out of the 3!

An integral part of Marketing, **Corporate Identity** is basically the personality of the company...both visually, and culturally. Visually, it includes your logo, communication collateral, advertising, public relations, as well as your building and employee uniforms. *Make the right impression with:*



CLIENT: BEYOND INDIA
CREATIVE: CORPORATE IDENTITY AND COLLATERAL

Corporate Visual Identity plays a significant role in how a company presents itself internally and externally. Internally, it provides direction and structure for employees, vendors and other stakeholders. Externally, it should clearly communicate who you are, what you do and be the foundation for which your reputation is built.



CLIENT: CONCORDIA MEDICAL
CREATIVE: CORPORATE IDENTITY, AND COLLATERAL

A Good Logo
Positioning Statement
Style Guidelines
Corporate Messaging
Consistency
Ownership

CLIENT: CHILDREN'S HOSPITAL BOSTON BLOOD DONOR CENTER
CREATIVE: CORPORATE IDENTITY AND COLLATERAL



For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop marketing and operational solution.

THE Allied GROUP

Implementing Marketing & Fulfillment Programs.

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