



More than a logoTM

A corporate identity
development programme
to transform your company's
competitive edge

What is Corporate Identity?

Corporate identity is the heart and soul of a company.

It incorporates both strategic and operational elements, drawing together the company's:

- ▶ **VALUES:** The things that matter most to the company and which distinguish it from its competitors
- ▶ **VISION:** A brief expression of the company's overall purpose
- ▶ **LONG-TERM GOALS:** The main objectives and landmarks that the company aspires to achieve over the next 3-5 years
- ▶ **KEY MESSAGES & TAGLINES:** The phrases and statements that the company uses repeatedly in its conversations with customers and suppliers (including press & PR)
- ▶ **TONE OF VOICE:** The way in which the company speaks to its customers (for example, "friendly and approachable" or "expert and authoritative")
- ▶ **BRAND & LOGO:** Including the company colours, font and photographic style.



When all 6 of these elements are aligned with one another, when they all complement and support one another, a company has an incredibly powerful corporate identity which lifts it far above its competitors. It has an identity that generates great loyalty and trust from its customers, and widespread respect from the industry.

Outcomes and Benefits

As a result of participating in the programme, your company will have:

- ▶ A significant advantage over its competitors by knowing how to present itself effectively in the marketplace in a way that will generate loyalty and respect; and will have identified the key things it needs to do next to raise this competitive edge even further.
- ▶ Future-proofed itself by acquiring a range of highly effective tools that it can use to develop and adapt its corporate identity in the years ahead.
- ▶ A much enhanced sense of common purpose amongst its workforce, leading to greater creativity and energy being applied towards meeting the company goals, and much stronger resilience in times of difficulties.
- ▶ Made valuable new networking connections with the other like-minded companies participating in the programme.

Programme Summary

More Than a Logo is a powerful workshop and development programme for the Managing Directors of up to eight B2B manufacturing and service companies.

The programme will involve 3 key elements:

A full day workshop for all eight companies at the luxurious Jesmond Dene House Hotel on Wednesday 22 February 2012. The workshop will look at the principles of corporate identity and branding in a non-judgemental and highly supportive environment.

A tailored half day Focus Session at each business's own premises in mid February to review and restate the company's corporate values, vision and long-term objectives.

A tailored half day Focus Session at each business's own premises in early March to work on the company's corporate messages, tone of voice, brand and logo.

Who is it For?

The programme has been designed for up to 8 small to medium sized B2B manufacturing and service companies, with a minimum of 20 employees.

Attendance at the first Workshop will be limited to one representative per company, ideally the Managing Director. Other relevant employees will be involved in the two focus sessions on the company's own premises.

Costs and Grants

The full cost of the programme is £1,400 per company. However, these costs can be reduced to as low as £650:

Firstly, all Chamber of Commerce members are eligible for a £100 saving.

In addition, many companies can obtain a **50% European Leadership & Management Grant** from NBSL. This grant must be applied for and approved before the start of the programme but it is a relatively straightforward process with a quick decision being made. Applications are made using an on-line form and this is followed by a visit to the company by NBSL. Eligibility to the grant is limited to B2B companies, based in North East England with an aspiration to grow over the next 3 years.

The programme will end in mid March with each company being presented with a detailed report and action plan

Programme Leaders

PAUL HEMPHILL of Horizons Coaching Services has an honours degree in Economics and over 25 years management experience in the public and private sector. He has particular expertise in relation to marketing, information systems and business support. He is a fully qualified professional coach and his current memberships include the Association for Coaching, the Chartered Institute of Marketing, and the Institute of Leadership & Management.

JOANNE DOLEZAL of Dolezal Consulting is a specialist and highly experienced marketing and branding consultant with over 20 years experience in the public and private sector. Her company is a strategic marketing & communications consultancy, with specialist knowledge of technology transfer & commercialisation, leisure and tourism, niche and luxury brands, b2c and b2b marketing. Joanne has a BA Hons Modern Languages and MA Marketing (Northumbria).

Booking and Further Information

To reserve your place on the programme or for more information please contact:

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