

Logo Analysis Terms and Concepts (adapted from BusinessDictionary.com)

logo: a distinctive design, mark, or symbol that uniquely identifies a company or product. A logo is a powerful identity tool and, as the symbol by which public recognizes a company or product, is in some cases more valuable than the physical assets of the firm.

mission statement: a written declaration of an organization's core purpose and focus that often remains unchanged over time. They separate what is important from what is not, state which markets will be served and how, and communicate a sense of intended direction to the entire organization.

corporate identity: the combination of colors, designs, words, and so forth, that a firm employs to make a visual statement about itself and to communicate its philosophy. It is a non-changing symbol of how a firm views itself, how it wishes to be viewed by others, and how others recognize and remember it.

corporate image: the mental picture that consumers see at the mention of a firm's name. It continually changes with the firm's circumstances, media coverage, performance, pronouncements, and so on. It is the public perception of the firm rather than a reflection of its actual state or position.

