



Washington Collectors Association Identity Logo

LogoGuru.com addendum to creative brief

February 10, 2011

What WCA Believes About Corporate Identities

We believe an organization's uniqueness- what it believes, how it conducts its business and how it is perceived- is potentially the source of its greatest competitive advantages.

This uniqueness, or identity, is expressed in everything the organization does, from its products and services to its buildings and signs and especially its communications. The corporate identity program is the visual language the organization uses to communicate its uniqueness to its various constituencies. At its best, the organization identity program can inspire loyalty, shape decisions, aid recognition, and attract customers. An ill-conceived identity, however, can also work against even the best marketing innovations.

An effective identity program depends on two things: credibility and consistency. It cannot be artificial or cosmetic. It must spring from the organization's own roots, its values and behavior, its strengths and its weaknesses. It must be carefully and consistently expressed.

For these reasons, the success of our work hinges on a thorough understanding of an organization and an almost obsessive attention to every detail of its identity presentation. To achieve this level of understanding, our process depends upon consensus building and close collaboration with our clients.