Corporate image is the result of everything an organization or company does or doesn't do.

It is important to distinguish between corporate identity, brand identity, and brand image. Corporate identity is concerned with the visual aspects of a company's presence. When companies undertake corporate identity exercises, they are usually modernizing their visual image in terms of logo, design, and collaterals. Such efforts do not normally entail a change in brand values so that the heart of the brand remains the same - what it stands for, or its personality. Unfortunately, many companies do not realize this fallacy, as they are sometimes led to believe by agencies and consultancy companies that the visual changes will change the brand image. But changes to logos, signage, and even outlet design do not always change consumer perceptions of quality, service, and the intangible associations that come to the fore when the brand name is seen or heard.

On the other hand, if the intention is to substantially improve the standing of the brand, then corporate identity changes can be accompanied by widespread changes to organizational culture, quality, and service standards. If done well, and if consumers experience a great new or improved experience, then the changes will, over the longer term, have a corresponding positive effect on brand image. If you are spending a vast amount of money on corporate identity, it is as well to remember this.

Name development, nomenclature systems, the tone and style of your internal and external communications - these are the elements of verbal branding, the translation of your brand strategy into language that clearly communicates the brand's essence. The right verbal brand clears the way for market understanding and acceptance, creating the catalyst between a positioning strategy and an accessible identity. Managed properly, a brand name is one of a company's most valuable and vital assets. **Image is more than a LOGO**

The Good Corporate image can improve sales, Support new product development, Strengthen financial relations, Harmonize employee relations, Boost recruitment and Manage crises.

Organizations are continuously striving to improve their Brand image, trusting and positioning their Corporate image to create cutting-edge Corporate identity. Using various marketing channels with planned, thorough and integrated Corporate Communication Mix, the corporations try to inspire employees who have direct contact with the consumers. Motivated employees tend to win prospects, hearts and souls. This is a vital part of Branding as it makes the Brand Mark a priority in the minds of the consumers, enabling the company to take lead and stay one step ahead than the competition.

Therefore it can be concluded by a quotation of *Wally Olins*

"If you take a lousy low-profile company and give it a major corporate revamp, you end up with a lousy high-profile company."

(The writer is involved in Marketing Profession, working in a bank.
can be reached :
Aftabmahmud@yahoo.com)

Establishment and speaking all the truth

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So, Russian free thinkers like Andrei Sakharov (1921-1989), Boris Pasternek (1921-1999) and many others had to face much hurdles and pains for expressing truth to the establishment. In contemporary Europe, especially in the UK, the scenario of freedom of speech is relatively better. Still the situation there in this context is not unquestionable. The Civitas, an independent think tank has expressed its observation (2006), "For centuries Britain has been a beacon of liberty of thought, belief and speech, but now the freedom of its intellectual and political life is being subjected to a subtle form of 'censorship'"

The world's largest democratic, and our neighbouring country, India although comparatively better than other sub-continental countries, restricts freedom of expression in many political and religious aspects. No political party there can boast of respecting the freedom of the press. There have been numerous instances of newspaper offices being vandalized and editors and journalists being roughed up by political flunkeys for publishing articles that were critical of their leaders. Banning of books is not uncommon by the central or state government. For instance the ban on *Dwikhandito*, a book written by Taslima Nasrin by the West Bengal Government can be cited.

Apart from the religious issue like many other countries, speaking truth on other secular issues that go against the interest of the establishment is also difficult in Bangladesh. So, for implicit reasons our writers/journalists dare not unveil the fact on Chittagong Hill Tracts turmoil or the much talked about issue of 'cross fire.'

We can here argue, thus, that the freedom of speech or the right to speak about the establishment will not be translated into reality in this planet unless we work out for it. For this, we need to go a long way to overcome all hurdles and pains following the footstep of the free thinkers of the past. For this, we must have the courage of our conviction and our own conscience so that we can make our planet a place blessed with the freedom of expression.

(*Md. Anwarul Kabir teaches Computer Science at AIUB. He can be reached at kabir@aiub.edu*)