

Master 1: Public Relations / Organizational communication model answer/ marking rubric

The corporate image is a crucial aspect of how a company is perceived by the public. It includes visual elements such as the logo, colors, and typography, all of which help the brand attract attention and remain memorable. In today's competitive environment, a strong and consistent corporate image helps create a positive first impression and encourages audiences to develop a favorable perception of the brand.

Although often confused, corporate image and corporate identity are different. Corporate image reflects how the public sees the company, while corporate identity refers to what the company wants to communicate its values, mission, and purpose.

There are several types of corporate image:

- the desired corporate image, which represents what the company hopes to project;
- the communicated corporate image, shaped through products and services;
- the perceived corporate image, which reflects how customers actually see the company;
- and the internal corporate image, based on how employees perceive the organization.

A well developed corporate image contributes to differentiation, market positioning, trust and credibility, and enhanced brand value. Among the key elements that form this image, the logo plays a central role. It may appear in different forms: logotype, isotype, imagotype, or isologo, each combining text and symbols in distinct ways to represent the brand.

A. Comprehension Questions

1. What role does a corporate image play in shaping public perception?

- It helps people form a first impression of the company and influences how they see and remember it.

2. How does corporate image differ from corporate identity?

- Corporate image is how the public sees the company, while corporate identity is what the company wants to show about itself.

3. What are the four main types of corporate image?

- They are the desired, communicated, perceived, and internal corporate image.

4. Why does a strong corporate image help with differentiation and trust?

- Because it helps the company stand out and makes customers trust it more.

5. What forms can a logo take and why are they important?

- A logo can be a logotype, isotype, imagotype, or isologo. These forms help people recognize the company easily.

B. Activity 02: Complete the sentences

- 1. corporate image**
- 2. corporate identity**
- 3. differentiation**
- 4. perceived corporate image**
- 5. logo**
- 6. brand value**
- 7. desired corporate image**
- 8. trust and credibility**
- 9. brand value**
- 10. corporate image**

Activity 03: Five sentences

- 1. Organizational communication helps employees understand the company.**
- 2. The logo represents the company visually.**
- 3. Public relations improve the relationship with the public.**
- 4. A good corporate image attracts customers.**
- 5. Communication and public relations protect the corporate image.**