Humanities Department

Master 1 : Public Relations / Organizational communication

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** (05 points)

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

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2. How does corporate image differ from corporate identity?

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

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

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

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B. Activity 02: Complete the sentences with the correct words (05 points) :

trust and credibility – desired corporate image – brand value – corporate identity – logo – differentiation – perceived corporate image – corporate image.

1. The _____ represents the public's overall perception of the company.
2. The _____ reflects what the company aims to communicate through its mission and values.
3. A strong corporate image supports _____ by helping the brand stand out in the market.
4. The _____ shows how customers actually interpret and evaluate the brand.
5. A clear and meaningful _____ helps communicate who the company is visually.
6. A positive corporate image increases _____ and strengthens emotional connection with customers.
7. Companies work on the _____ to shape the impression they want to project externally.
8. A consistent image helps build _____ with the target audience.
9. A well-crafted corporate image contributes to higher _____ by increasing the brand's emotional and symbolic appeal.
10. The _____ of a company is shaped through its products, services, and communication with the public.

Activity 03: Build five sentences using the following concepts (05 points) **: (**Organizational communication - logo – public relations – corporate image).

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