



# Manual de identidad



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Identidad Corporativa

La identidad corporativa es el conjunto de elementos que definen la personalidad de una organización y que se proyectan en el exterior.

Se compone de los siguientes elementos:

1. Logotipo: Es el elemento más representativo de la identidad corporativa. Debe ser claro, memorable y adaptable a diferentes formatos.

2. Paleta de Colores: Son los colores que se utilizan para representar a la organización. Deben ser coherentes y fáciles de reconocer.

3. Tipografía: Es el conjunto de fuentes de texto que se utilizan en la comunicación corporativa. Deben ser legibles y adecuadas al contexto.



# Manual Identidad Corporativa

**Roberto López Macedo**



## **Manual Identidad Corporativa:**

**Manual de normas de identidad corporativa** Consorcio de Transportes de Madrid, Investigación Gráfica (Firma), 1986

**Imagen Corporativa** Joaquín Sánchez Herrera, 2009-03-10 La Imagen Corporativa es uno de los factores que se consideran fundamentales dentro de las organizaciones y que no siempre se cuida como merece. Este libro se centra en la importancia que tiene para la gestión empresarial abordando los elementos más destacables en la actualidad. De esta forma se hace referencia entre otros temas a la investigación y auditoría de la imagen, la cultura corporativa, la RSC, además de profundizar en la identidad visual, la comunicación de crisis, así como la imagen y posicionamiento de marcas. El objetivo del manual es que sirva de apoyo a profesores, alumnos y profesionales de su gestión. Dada la complejidad y amplitud de esta área, el manual tiene un enfoque teórico-práctico incluyendo ejemplos y comentarios de situaciones empresariales, casos prácticos y cuestiones para debatir y reflexionar. Además se ha intentado mantener una redacción directa y cercana al lector evitando en la medida de lo posible los tecnicismos que en muchas ocasiones producen más confusión y ambigüedad que claridad en la exposición. Casos como el de Apple, Santander, Bancaja, BBVA, RTVE, Coca Cola y muchos otros ilustran perfectamente las diferentes formas de abordar el análisis y la gestión profesional de la Imagen Corporativa. Por otra parte, el lector encontrará en este libro las últimas tendencias en esta área y los retos que plantearán en el futuro todos los aspectos relacionados con la imagen en las organizaciones. En definitiva, lo que se pretende es que el lector se encuentre con un tratamiento cercano, actual y por encima de todo práctico, haciendo más amena e interesante su lectura y ayudando a la comprensión de una de las áreas más complejas pero también más apasionantes de la gestión empresarial. Autores: Carcelén García Sonia, Cervera Fantoni, Ángel Luis, Cuesta Vali, o Pedro, Gutiérrez Rodríguez, Pablo, López Vázquez, Belén, Martínez Navarro, Gema, Merino Sanz, María Jesús, Pintado Blanco, Teresa, Sánchez Herrera, Joaquín, Sebastián, Morillas, Ana. Índice: La importancia de la imagen en las empresas, Las técnicas de investigación en Imagen Corporativa, Auditoría y estrategia de imagen, Cultura corporativa, Responsabilidad Social Corporativa y Reputación Corporativa, La identidad visual corporativa y el Naming, Imagen y posicionamiento de marcas, Gestión de la imagen a través de la Comunicación de Crisis, La influencia de las promociones en la Imagen Corporativa, La distribución y la imagen del punto de venta.

**Técnicas de Comunicación** 'Sara Díez Freijeiro', 2010-07-31 A lo largo de estas páginas hablaremos de comunicación en general de cuestiones que son aplicables a cualquier ámbito de nuestra vida cotidiana. El objetivo fundamental de este manual es conocer las técnicas, las definiciones y los objetivos de la comunicación aplicados al mundo de la empresa, de ahí que todas las referencias y ejemplos que se realicen estén vinculados al ámbito empresarial y a la comunicación dentro de las organizaciones. En la actualidad, las tecnologías de la información han abierto el abanico de posibilidades para la gestión de esa comunicación y han supuesto una mejora en los flujos de comunicación dentro de una empresa o institución. Ideaspropias Editorial presenta este material didáctico con la finalidad de que el lector adquiera las competencias necesarias para desarrollar una comunicación eficaz dentro del mundo

empresarial **Manual de identidad corporativa** ENHER,1989 *Manual de identidad corporativa* La Coruña Ayuntamiento,1986 **Manual de identidad corporativa** AVIACO.,1975 Manual de identidad corporativa Dragados y Construcciones,1991\* **Manual de identidad corporativa** Compañía CIC (Chile),1995 *Manual de identidad corporativa* Banco de Inversión Herrero,198? **Manual de identidad corporativa, una proyección de personalidad** Roberto López Macedo,1997 Manual de identidad corporativa SEPES, Entidad Pública Empresarial de Suelo,1984 Manual de identidad corporativa Telefónica de España,1994 *Guia para la creacion e implementacion de un manual de identidad corporativa* Pedro Miguel Navarro Barrera,1997 **Marketing municipal** Pedro Asensio Romero,2008-04-24 Si las mejores empresas implantan estrategias de marketing para alcanzar sus objetivos y crear valor en los clientes nada impide que el sector p blico local con sus particularidades propias tambi n adapte e incorpore el marketing como una modalidad de management creativa e innovadora Los ciudadanos son el fin ltimo de toda administraci n p blica La satisfacci n de sus demandas y la maximizaci n del bienestar social constituyen los principios que fundamentan la acci n pol tica de nuestros gobernantes Por esta raz n y al igual que sucede con el marketing empresarial donde el cliente se sit a en el centro de inter s de las organizaciones el marketing municipal una nueva modalidad de gesti n p blica adapta las t cnicas y los sistemas tradicionales de la mercadotecnia al propio mbito de las corporaciones locales Atendiendo a la amplia variedad de competencias y funciones desarrolladas por los ayuntamientos este libro desarrolla las ideas y los conceptos fundamentales del marketing p blico dando cuenta a su vez de las herramientas m s apropiadas para impulsar con xito acciones relacionadas con bienes servicios ideas organizaciones personas y lugares de naturaleza municipal INDICE RESUMIDO Una introducci n al marketing municipal Mercados intercambio y clientes El gobierno local y la creaci n de valor Marketing de bienes municipales Marketing de servicios municipales Marketing social en las corporaciones locales Marketing institucional municipal Marketing pol tico municipal Marketing de ciudades La planificaci n en el marketing municipal La investigaci n en el marketing municipal A modo de conclusi n Bibliograf a La gesti n profesional de la imagen corporativa Justo Villafañe Gallego,2020-09-30 Aunque el valor de la imagen corporativa no figure en el balance de una empresa ya nadie duda de su influencia en los procesos de generaci n de valor especialmente en aquellas sociedades que cotizan en los mercados financieros No obstante la gesti n de la imagen corporativa es todav a hoy una actividad profesional no consolidada completamente por carecer de una visi n global y de una sistematizaci n de los procedimientos y de las t cnicas que garanticen un control sobre sus resultados similar al de cualquier otra pol tica corporativa La funci n de comunicaci n e imagen en las empresas lo que habitualmente se denomina corporate ha alcanzado en los ltimos a os un grado de complejidad tan alto que exige la formalizaci n precisa de instrumentos y t cnicas de gesti n cada vez m s sofisticadas Disponer de esas herramientas y utilizarlas habitualmente es lo que diferencia las rutinas m s o menos eficaces de las direcciones de comunicaci n profesionales de lo que el autor ha llamado en esta obra la gesti n profesional de la imagen de

las empresas Este libro quiere contribuir a la maduración de la tarea profesional que supone la gestión de los activos intangibles de las empresas aportando un modelo global para la gestión estratégica de la imagen corporativa y ofreciendo al lector de manera didáctica un gran número de técnicas e instrumentos para llevarla a cabo **Curso Diseño gráfico.**

**Fundamentos y Técnicas** A. M. López y López, 2014-03-17 En estos tiempos que corren en los que el diseño gráfico ha adquirido un protagonismo importante la figura del diseñador se ha vuelto vital El auge y la popularización de los programas de diseño gráfico por ordenador han puesto al alcance de muchos la tecnología para producir un diseño brillante tanto impreso como digital con un acabado perfecto Sin embargo aunque disponga de la tecnología suficiente si no tiene los conocimientos necesarios no podrá alcanzar tan deseados resultados Este libro tiene un enfoque práctico y abierto e incluye todos los contenidos esenciales que necesita cualquier diseñador actual para convertirse en un profesional de la comunicación visual desde el concepto inicial y los principios del uso del color hasta la tipografía los distintos formatos y soportes gráficos las técnicas de maquetación y composición y la preimpresión digital No se centra en el uso de un programa específico sino que a modo de guía didáctica muestra las técnicas profesionales más comunes utilizadas globalmente en la realización de diferentes proyectos de diseño Disfrute de sus numerosas ilustraciones a todo color desarrolle los ejemplos prácticos de diseño gráfico aplicado creados por profesionales del sector gráfico de todo el mundo y fomente la interpretación individual y la inspiración Aprenda a desarrollar sus habilidades más efectivas para el diseño de logotipos identidad corporativa tarjetas de visita papel de carta folletos promocionales carteles flyers y todo tipo de aplicaciones gráficas en medios impresos y digitales *Manual de identidad corporativa* Madrid (Comunitat autònoma), 1984 Identidad corporativa, 2000 **Manual de identidad corporativa**, 1995\* *Instituto de la juventud* Summa Comunicació, 1992

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