

eg corporate identity services

eg offers a complete corporate identity solution and employs some of the industry's top designers and identity consultants. eg's approach is to modernize with the voice of the customer in mind while retaining design and identity elements with associated goodwill. eg begins with a revisiting of the company's mission, vision, and values statements and with an external environment survey. Then it turns to the design and development work, making sure at each step in the process that key stakeholders are involved—signed on to the effort and signed off on the key milestones in the design and development process. Of course, eg tests identity materials both internally and externally. Some particularly strong features of eg's identity design work include clarity; functionality; instantaneous recognizability; emotional impact; alignment with strategy and mission; and unprecedentedly thorough specification and documentation of elements such as logos, or landmarks; logotypes; and symbols. eg takes this kind of work further than design firms usually do. eg's document specialists provide clients with templates for the whole range of internal and external communications aligned to the new identity specifications and designed for functionality, ease of use, and, of course, customer appeal. eg also employs web portal development specialists and can help clients with the migration of web materials to the new look and feel.



“We live in an age in which a single Sunday newspaper contains more information than the average person in Jefferson's day saw in a lifetime. That's why frequency, simplicity, and directness are essential to corporate identity and branding.”

—Robert D. Shepherd, EVP and Director of Marketing and Business Development, the effectiveness group