



Manual de identidad



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1. Identidad Corporativa

La identidad corporativa es el conjunto de elementos que definen la personalidad de una organización. Estos elementos se materializan en el logotipo, la paleta de colores, la tipografía, la fotografía, la iconografía y las plantillas de documentos. El manual de identidad corporativa es el documento que define y regula el uso de estos elementos, asegurando la coherencia y la uniformidad en todas las aplicaciones de la marca.



Manual Identidad Corporativa

**SEPES, Entidad Pública Empresarial de
Suelo**

A red circular graphic element with a gradient, appearing as a partial circle or a thick curved line, located to the right of the text box.

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, Ma 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 **El Protocolo de Empresa** Fernando Ramos Fernández,2008-03 Todas las acciones p blicas de la empresa necesitan ser ordenadas con eficacia Pero como este reconocimiento no es posible desde la regulaci n del protocolo oficial la importancia social de las instituciones privadas requiere que stas se doten de sus propias normas de protocolo La empresa obtendr a el reconocimiento de la importancia clave de sus actividades y solventar a el problema que frecuentemente plantea la organizaci n de actos en los se combina la presencia oficial y la privada De cara a los p blicos la metamorfosis consiste en que lo que comienza siendo mera informaci n o actividad de car cter comercial eleva su tono asciende de rango y se transforma en comunicaci n social As que el Protocolo del que aqu hablamos es m s que nunca una herramienta de gesti n y una herramienta de la excelencia en la comunicaci n p blica de las acciones humanas de la empresa como sujeto social La empresa se introduce en la sociedad no s lo como sujeto econ mico activo sino tambi n como sujeto social actuante La instituci n que patrocina la cultura apoya al deporte local act a como agente social y se relaciona con su entorno Técnicas de diseño gráfico corporativo. Manual teórico Jose García Llorente,2015-02-12 El presente volumen incluye los contenidos fundamentales para la impartici n del programa docente T cnicas de dise o gr fico corporativo El material se ha dise ado para servir de apoyo en cualquier actividad destinada al aprendizaje de sus competencias profesionales La estructura del manual es la siguiente Objetivos generales y espec ficos Desarrollo te rico del temario Resumen por tema Glosario de t rminos Bibliograf a *Curso Diseño gráfico. Fundamentos y Técnicas* A. M. López y López,2014-03-17 En estos tiempos que corren en los que el dise o gr fico ha adquirido un protagonismo importante la figura del dise ador se ha vuelto vital El auge y la popularizaci n de los programas de dise o gr fico por ordenador han puesto al alcance de muchos la tecnolog a para producir un dise o brillante tanto impreso como digital con un acabado perfecto Sin embargo aunque disponga de la tecnolog a suficiente si no tiene los conocimientos necesarios no podr alcanzar tan deseados resultados ste libro tiene un enfoque pr ctico y abierto e incluye todos los contenidos esenciales que necesita cualquier dise ador actual para convertirse en un profesional de la comunicaci n visual desde el concepto inicial y los principios del uso del color hasta la tipograf a los distintos formatos y soportes gr ficos las t cnicas de maquetaci n y composici n y la preimpresi n digital No se centra en el uso de un programa especifico sino que a modo de gu a did ctica muestra las t cnicas profesionales m s comunes utilizadas globalmente en la realizaci n de diferentes proyectos de dise o Disfrute de sus numerosas ilustraciones a todo color desarrolle los ejemplos pr cticos de dise o gr fico aplicado creados por profesionales del sector gr fico de todo el mundo y fomente la interpretaci n individual y la inspiraci n Aprenda a desarrollar sus habilidades m s

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 *Guia para la creacion e implementacion de un manual de identidad corporativa* Pedro Miguel Navarro Barrera,1997 Manual de identidad corporativa SEPES, Entidad Pública Empresarial de Suelo,1984

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 público local con sus particularidades propias también adapte e incorpore el marketing como una modalidad de management creativa e innovadora Los ciudadanos son el fin último de toda administración pública La satisfacción de sus demandas y la maximización del bienestar social constituyen los principios que fundamentan la acción política de nuestros gobernantes Por esta razón y al igual que sucede con el marketing empresarial donde el cliente se sitúa en el centro de interés de las organizaciones el marketing municipal una nueva modalidad de gestión pública adapta las técnicas y los sistemas tradicionales de la mercadotecnia al propio ámbito 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 público dando cuenta a su vez de las herramientas más apropiadas para impulsar con éxito acciones relacionadas con bienes servicios ideas organizaciones personas y lugares de naturaleza municipal INDICE RESUMIDO Una introducción al marketing municipal Mercados intercambio y clientes El gobierno local y la creación de valor Marketing de bienes municipales Marketing de servicios municipales Marketing social en las corporaciones locales Marketing institucional municipal Marketing político municipal Marketing de ciudades La planificación en el marketing municipal La investigación en el marketing municipal A modo de conclusión Bibliografía

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