

# Corporate identity in correspondence

COMMUNICATION

LEVEL  
Upper-intermediate

NUMBER  
EN\_BE\_3209X

LANGUAGE  
English

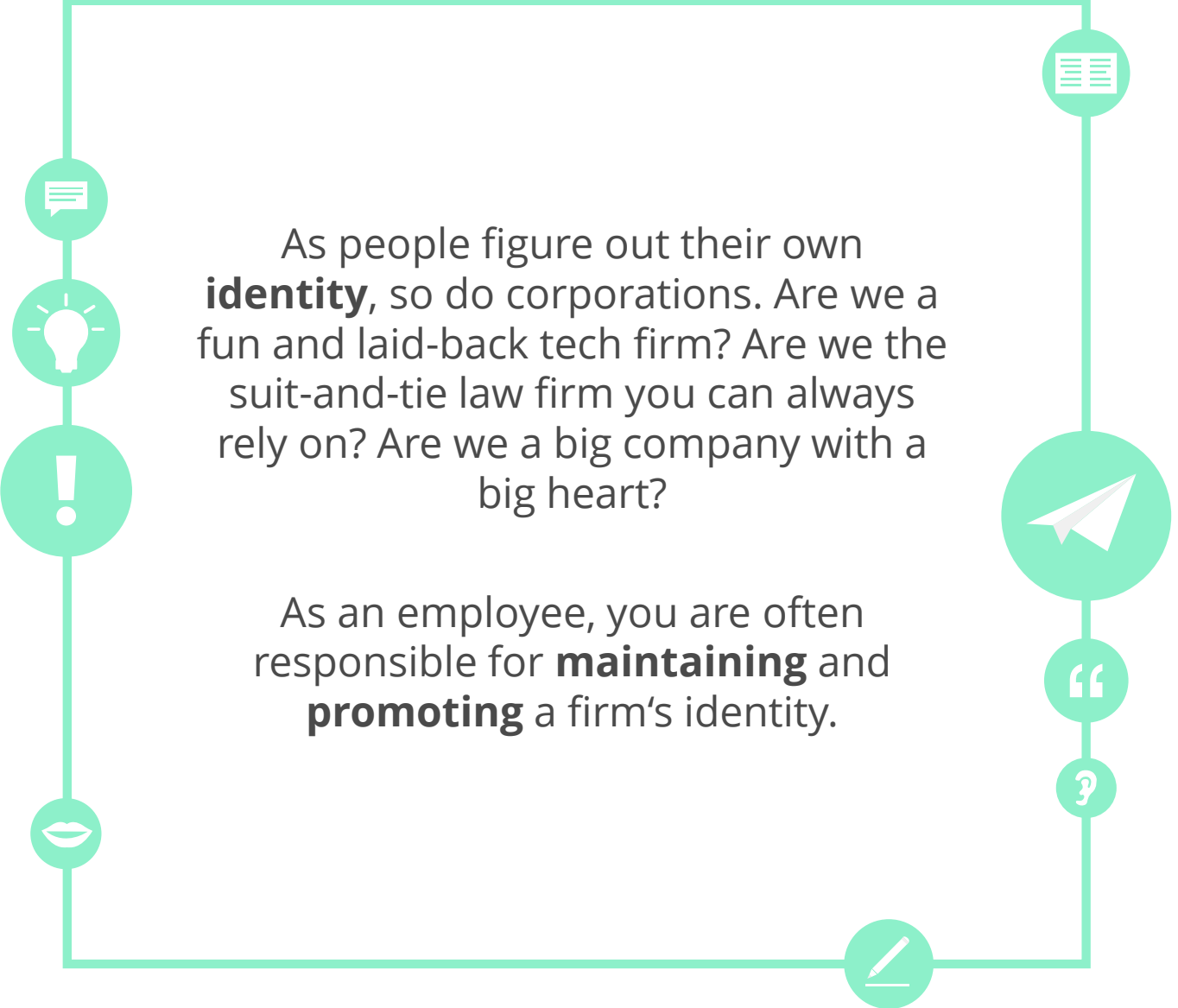




## Goals

- Can understand the key concepts of a corporate identity and the strategies used to project a corporate image
- Can use new terminology to clearly describe a brand identity and maintain it in corporate communications





As people figure out their own **identity**, so do corporations. Are we a fun and laid-back tech firm? Are we the suit-and-tie law firm you can always rely on? Are we a big company with a big heart?

As an employee, you are often responsible for **maintaining** and **promoting** a firm's identity.



## Preview and warm-up

You can think of **corporate identity** as a company's personality.

What methods can a company use to **showcase** its personality?

For example, one of the key ways is through **correspondence**.



## corporate identity

What do customers and clients think of us? We want them to have a clear idea of who we are and **what we stand for**. Developing **our corporate identity** makes us memorable and helps us **stand out** from our competition.



After a scandal among our executive leadership, we have had to rebuild our **corporate identity**, with a new focus on transparency and trustworthiness.

to build an identity

to project an image

Usually a company has to **build an identity** strategically and internally. They'll discuss who they are, their values and who they want to be. Once they've **built** that identity, they'll work on **projecting an image** to their customers.



After years as the top hospital in Bristol, we have **built an identity** as a cutting-edge facility. We try to always **project this image** in our marketing materials.



## New words

**brand**

My favourite **brand** of skin-care products is a bit expensive, but it seems really high quality and worth the price.

**logo**

We want customers to recognise our restaurant's **logo** from a mile away. It has to be memorable and fun.

**slogan**

A good **slogan** can be easily memorised by consumers.

**company image**

**Company image** is how customers perceive a corporation. It can be good, bad or neutral, and can change over time.



## Find the match

**Match the words in the left-hand column with the definitions or examples on the right.**

1. logo

a. A specific type of product which is made by a certain company under a certain name.

2. slogan

b. An image, which may include words or symbols, that represents a brand.

3. brand

c. How a business is seen by external customers and competitors.

4. company image

d. A saying that is meant to represent what a brand stands for.





## Fill in the gaps

The following is from an internal meeting about maintaining corporate identity. Fill in the gaps with the words that fit best.

logo

brand

image

slogan

Our hospital is known throughout the region as a place to get high-quality care, but surveys show that people have a neutral to negative view of our company's \_\_\_\_\_. Patient reviews of our website and facilities were unimpressive. We need to improve our \_\_\_\_\_.

Some immediate ideas include updating our \_\_\_\_\_, which has been the same since the 1970s; we need something that symbolises warmth and family.

There's also talk about writing a \_\_\_\_\_ for the new ad campaign. Personally, I like *your partner in health*.





## Corporate identity



Can you think of any companies with a strong **corporate identity**?

How do they **project the image** of their company?



## Discuss the question

**What sort of  
image does your  
company try to  
project?**

## building corporate identity in writing

Depending on your job, you may need to communicate in written form with customers, clients or other employees within your company.

When you write, you have the chance to project your **corporate identity**. Whether you're writing directly to customers or writing for your company's social media profiles, there are certain strategies that you can employ to help you maintain a **consistent** company image.



The next few pages will explore **key strategies** to build your **corporate identity** in writing.



## Consistent terminology

- It is important to use the same terms when describing **products or services**, or when **talking about your company**. Consistency helps to **avoid confusion** and **creates understanding** about who you are and what you do.

- **Have a company-wide style guide** that details what vocabulary and terms you do and don't use.

- Try to make sure the terms you agree on do not **contradict** each other.

- Avoid **jargon**, or specialised and technical terms, and other language that is hard to understand.

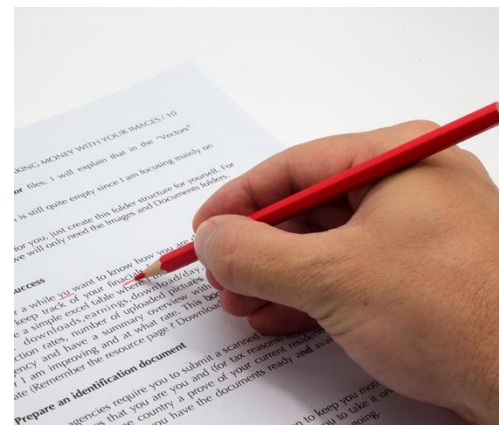


## Consistent style

- Maintaining a **consistent style** ensures that your team's written communication is uniform, clear and effective.

- Brits or Americans? You must decide whether to use British or American English – and stick to it!

- Do you refer to your company as **we**? Do you write **I**, indicating you are a single employee? Or do you refer to the company in the **third person**?



- Many businesses have a **style guide** or an **in-house editor** that oversees the style and grammar of all posts and publications.



## New job, new style

You have just started a job at Natural Beauty, an all-natural cosmetics and skincare company. You receive an e-mail from the in-house editor about the preferred style and terminology.

Read the e-mail and complete the activities on the next few pages.

|  |  |   |   |   |
|--|--|---|---|---|
|  |  | - | □ | × |
| To: <me>   |  |   |   |   |
| Subject: Preferred style at Natural Beauty   |  |   |   |   |
| <p>Hello!</p> <p>Welcome to Natural Beauty. I want to share some of our communication and style guidelines with you. Firstly, make sure you always capitalise Natural Beauty. We use <b>British English</b> in all our communication and posts, and we present ourselves as <b>posh but with a conscience</b>. We also prefer the term <b>cosmetics</b> rather than <b>makeup</b>. I will send you a style guide with some of our other preferred terminology. Finally, since <b>we</b> are all so happy about Natural Beauty, please refer to the company as <b>we</b> in your writing!</p> <p>Best wishes,<br/>Natalie</p> |  |   |   |   |



## Responding to a customer complaint

**Part of your job at Natural Beauty is to respond to customer e-mails. This is your first one, so you ask a colleague to check it over. What style and terminology errors can you find in this e-mail?**

|   |   |   |   |
|---|---|---|---|
|   | - | □ | × |
| To: ellenhaynes@mail.com  |   |   |   |
| Subject: Your order with Natural beauty   |   |   |   |
| <p>Dear Ellen,</p> <p>I'm so sorry to hear that your online order from Natural beauty was unsatisfying! Natural beauty is proud of its products and wants its customers to be 100% satisfied. As such, I can offer you a 100% refund on your purchase. In the meantime, would you mind sharing some more information about what was wrong with your makeup order? This will help us to improve in the future.</p> <p>Thanks,<br/>Jean</p> |   |   |   |





## Style guide

**Below is the style guide you receive from Natalie, the in-house editor at Natural Beauty.**

**Fill in the empty boxes with your own ideas.**

| Instead of using this phrase...  | ...use this phrase!          | Why?   |
|----------------------------------|------------------------------|--|
| blemish stick                    | natural highlighter stick    | We emphasise natural beauty and self-love.           |
| Our new favourite product is...  | _____                        | Avoid American English.                              |
| Get rid of your dull, flat hair. | _____                        | We talk about hair, cosmetics and bodies positively. |
| Hide your flaws.                 | Let your inner beauty shine! | _____  |





## Discuss the questions

**Think of a  
company you  
have worked for.**

Did you ever  
have to write  
for your  
company?

Did you  
always write  
in the same  
style?

Did your  
company  
have a style  
guide?



## Finding and maintaining a consistent register

- **Register** is your tone, voice and formality in written communication.
- Consider the following statements. Notice how each statement has a different **register**.

### different registers

We hope you will trust us with your business.

Give us a shot as your new service provider – you'll be amazed!

For new client enquiries, please call +44 177 378 0153.

Stop by, check us out and see for yourself!

Once you've tried the best (us!) you'll forget the rest!





## Developing a register

- How does a company decide how to **communicate** with clients? How do they decide on the right **tone**? Consider the following questions.

- **What product or service** are you offering? Some fields tend to have a more formal tone than others.

- Who is your **target audience**? Age and social status can play a big role in how you communicate.

- How do you want your clients or partners to **feel** when they read your written communication?

- Finding a **consistent register** is an important part of **building your corporate identity**.



## Addressing your clients

- How will you address clients or stakeholders in written communication on websites and social media? Consider the following questions:

- In posts online, will you address customers as **you** and the company as **we**, emphasising a team mentality?
- Will you choose a **formal** or **informal** style? Whatever you choose, it is best to be **consistent**.





## Addressing clients directly

- When you are communicating directly with clients, strive to **match the tone of your company**.
- Of course, some situations require more formality than others. Use a **consistent font** and, when appropriate, an **e-mail signature** with the **company logo**.

### ideal

We will make every effort to address your concerns soon!

Best wishes,

Alexander Parilla  
Customer Care Agent  
UniApps App Design  
+44 388 485 8579

### less than ideal

I'll try to figure out your problem soon!!!

-Alex

- unusual font
- / instead of we
- irregular punctuation
- no e-mail signature



## Brainstorm

**Brainstorm the corporate identity and image you'd like to project for the companies below.**

**Next, consider who your customers are and how you communicate with them.**



**Business A:**  
**Witherspoon & Rayfield, a law firm that specialises in corporate law.**



**Business B:**  
**UniApps, a company that designs apps for university students.**



## UniApps

**Read this job posting for UniApps.  
Then answer the questions on the next page.**

We're UniApps – and, like you, we believe in working hard and playing hard. That's why we make mobile tools designed for students like you. Our apps – like FeedMe and RoomFinder – make uni life even better.

We're growing and we need YOU. Our team needs:

- a full-time mobile data analyst
- a part-time marketing strategist
- an IT intern

Think you've got what it takes to learn, grow and chill out with us at UniApps? Send your CV and cover letter to [jobs@uniapps.co.uk](mailto:jobs@uniapps.co.uk).







## Multiple choice

1. How would you describe the register of the job posting on the previous page?

- a. laid-back                      b. traditional                      c. formal                      d. careless

2. What is the target audience of UniApps?

- a. parents                      b. established professionals                      c. students                      d. tech companies

3. What is one example of language that demonstrates an informal register?

- a. chill out with us                      b. send your CV and cover letter                      c. we make mobile tools                      d. full-time mobile data analyst

4. What image might UniApps be projecting with the register they've chosen?

- a. student-led project                      b. well-established IT firm                      c. serious leader in the tech world                      d. young, fun start-up company



## UniApps

**You receive an application from Amina. Write back to her to offer her an interview.**

**Compose your e-mail on the next page.**

-□×

To: jobs@uniapps.co.uk

Subject: Application for part-time marketing strategist

Dear Sir or Madam,

I am writing to submit my application for the part-time marketing strategist position currently available at UniApps. I have attached my CV and covering letter to this e-mail.

I am available at your convenience to interview.

Yours faithfully,  
Amina Yusef



## Offering an interview

**Compose an e-mail to Amina offering her an interview. Be sure to consider the tone and register of your company.**

-□×

To: aminayusef@mail.com

Subject: Interview with UniApps



## Reflect on the lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

Review them with your teacher one more time to make sure you don't forget!





## Answer key

### Exercise p. 8

1b, 2d, 3a, 4c

### Exercise p. 9

image, brand, logo, slogan

### Exercise p. 16

Dear Ellen,

I'm so sorry to hear that your online order from **Natural beauty** was unsatisfying! **Natural beauty** is proud of **its** products and wants **its** customers to be 100% satisfied. As such, I can offer you a 100% refund on your purchase. In the meantime, would you mind sharing some more information about what was wrong with your **makeup** order? This will help us improve in the future.

Thanks,  
Jean

Errors:

*Natural beauty* should be **Natural Beauty**; *its* should be **our**; *I* should be **we**; and *makeup* should be **cosmetics**.

### Exercise p. 17

Answers can vary but some suggestions are as follows:

Our new **favourite** product is...  
Show off your happy, healthy hair.  
Our style is upbeat and positive.

### Exercise p. 25

1a, 2c, 3a, 4d





## Find the match

1. register

a. A company's guide to the style and terminology its employees should use.

2. terminology

b. An image that represents a company.

3. slogan

c. Specific phrases or words used to describe something.

4. corporate identity

d. The personality of a business.

5. style guide

e. Products or services that are associated with a company.

6. logo

f. The tone and voice with which you communicate.

7. brand

g. A saying that represents a brand or product.



## Exploring register

**Think of a company whose products you enjoy. Look at their website and social media presence.**

**Describe the register of their written communication. What image are they projecting with their written words?**

|                       |   |
|-----------------------|---|
| <input type="radio"/> | I am a big fan of the trainers made by... so I took a look at their |
| <input type="radio"/> | web presence.   |
| <input type="radio"/> |   |
| <input type="radio"/> |   |
| <input type="radio"/> |   |
| <input type="radio"/> |   |
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## Homework answer key

**Exercise p. 31**  
1f, 2c, 3g, 4d, 5a, 6b, 7e



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