

# SOURCES OF IDENTITY

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# WHY CONTROL IDENTITY?

IDENTITY IS WHAT YOU COMMUNICATE.  
IT IS UNDER YOUR CONTROL.

IMAGE IS YOUR MARKET'S INTERPRETATION  
OF YOUR IDENTITY.

THE DIFFERENCE BETWEEN IDENTITY  
AND IMAGE IS KNOWN AS **THE BRAND GAP**.

IF YOUR BRAND GAP IS NARROW  
YOUR MARKET AND STAKEHOLDERS  
WILL FIND YOU CREDIBLE.

BY CONTROLLING YOUR IDENTITY  
YOU CAN CONTROL YOUR BRAND GAP  
AND IMPROVE YOUR CREDIBILITY.

YOU WILL ACHIEVE BETTER RESULTS  
AT A LOWER COST.

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# THREE SOURCES OF IDENTITY

**STATED / MANUFACTURED**  
DIRECTLY CONTROLLED

**BEHAVIOURAL**  
CAN BE INFLUENCED  
INDIRECTLY CONTROLLED

**ASSOCIATION**  
PARTIAL INFLUENCE  
DETERMINED BY BONDS FORMED AND ENCOURAGED  
MAY REQUIRE DISASSOCIATION

# FACETS OF IDENTITY

*Including but not limited to...*

<b>STATED / MANUFACTURED</b>	<b>BEHAVIOURAL</b>	<b>ASSOCIATION</b>
<ul style="list-style-type: none"><li>• Visual identity <i>Logo, letterhead, etc.</i></li><li>• Photography</li><li>• Videography</li><li>• Artwork</li><li>• Design</li><li>• Voice</li><li>• Music</li><li>• Fonts</li><li>• Copy / texts</li><li>• Premises</li></ul>	<ul style="list-style-type: none"><li>• Values</li><li>• Corporate philosophy</li><li>• Position &amp; differential</li><li>• Actual staff behaviour</li></ul>	<ul style="list-style-type: none"><li>• Partnerships</li><li>• Third party outlets</li><li>• Suppliers</li><li>• Influencers</li><li>• User-generated content <i>(encouraged / remunerated)</i></li><li>• Social networks</li></ul>