



5. Visual identity

Search (Google image) pictures reflecting your company's target image. Do the same with your company name. What kind of pictures you find? What do these pictures tell about your company?



Target image. What kind of pictures you found?
List 5-10.



Company name. What kind of pictures you found?
List 5-10.



What do these pictures represent? Do we want to be here?



Ask your colleagues, friends or customers opinion. What do they think about your visual identity? List these stakeholder comments here.

