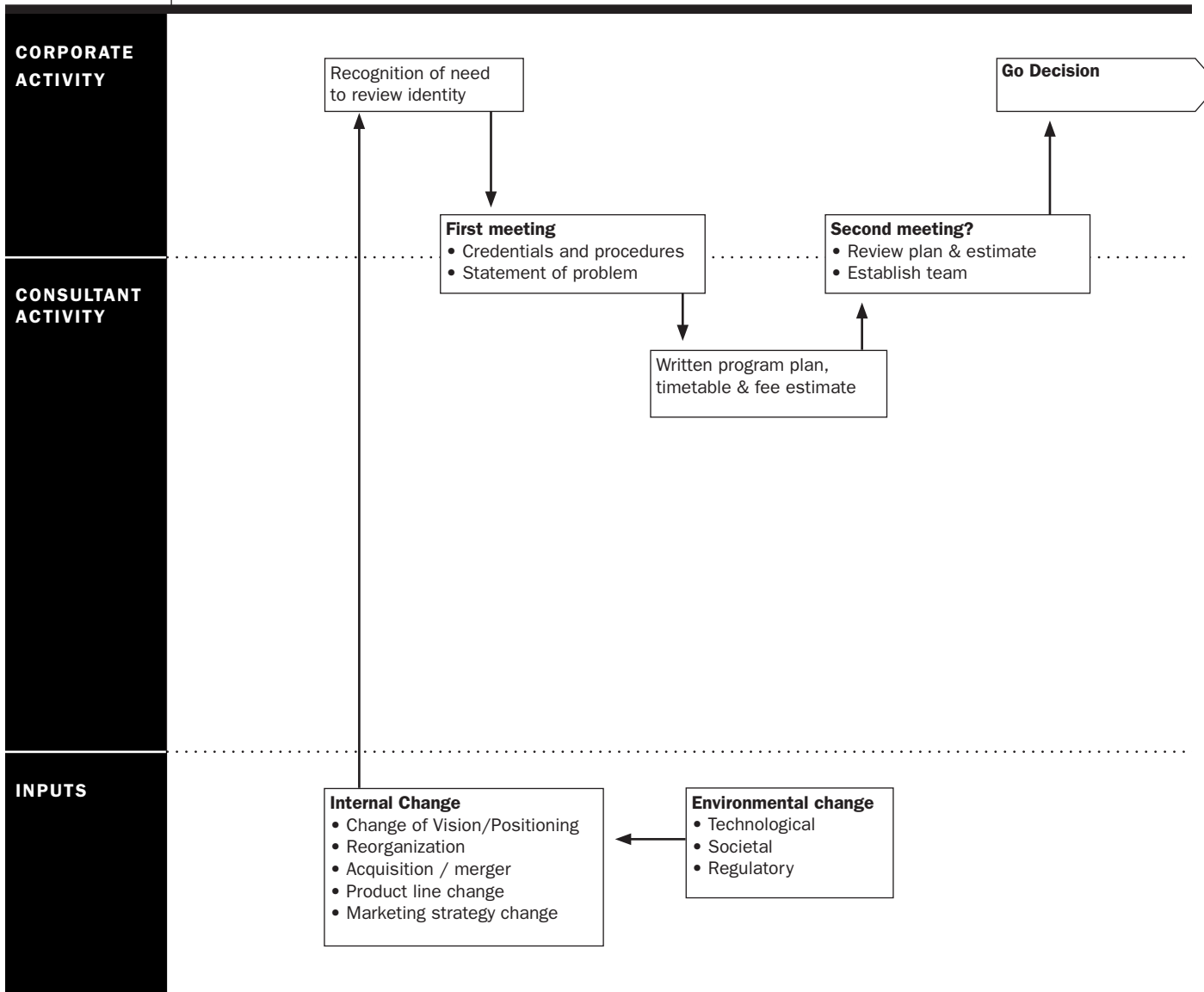


# THE CORPORATE IDENTITY PROCESS

Tony Spaeth / Identity  
spaeth@identityworks.com

Start

## PROPOSAL PHASE

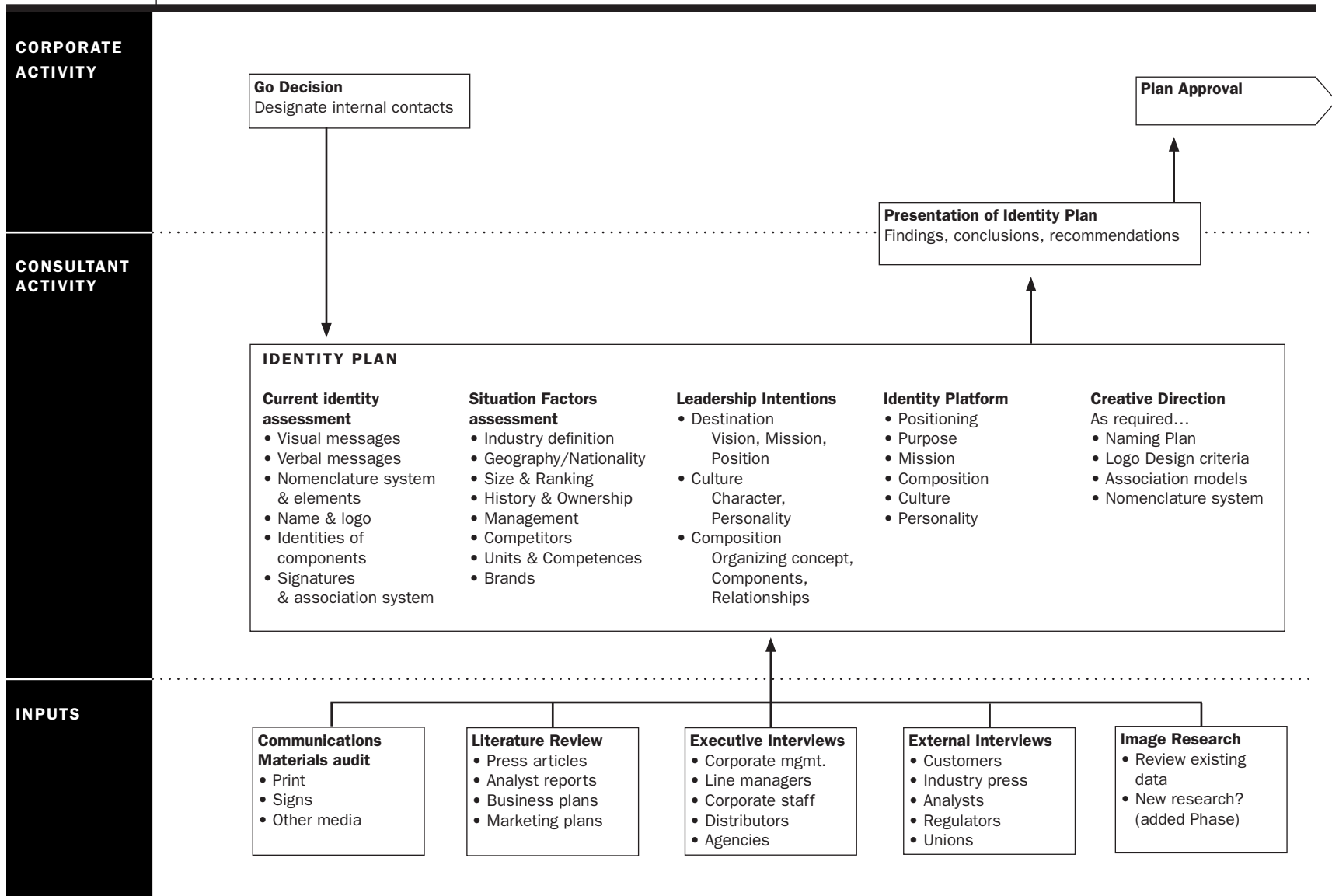


# THE CORPORATE IDENTITY PROCESS

Tony Spaeth / Identity  
spaeth@identityworks.com

## Phase One

### ANALYSIS AND PLANNING

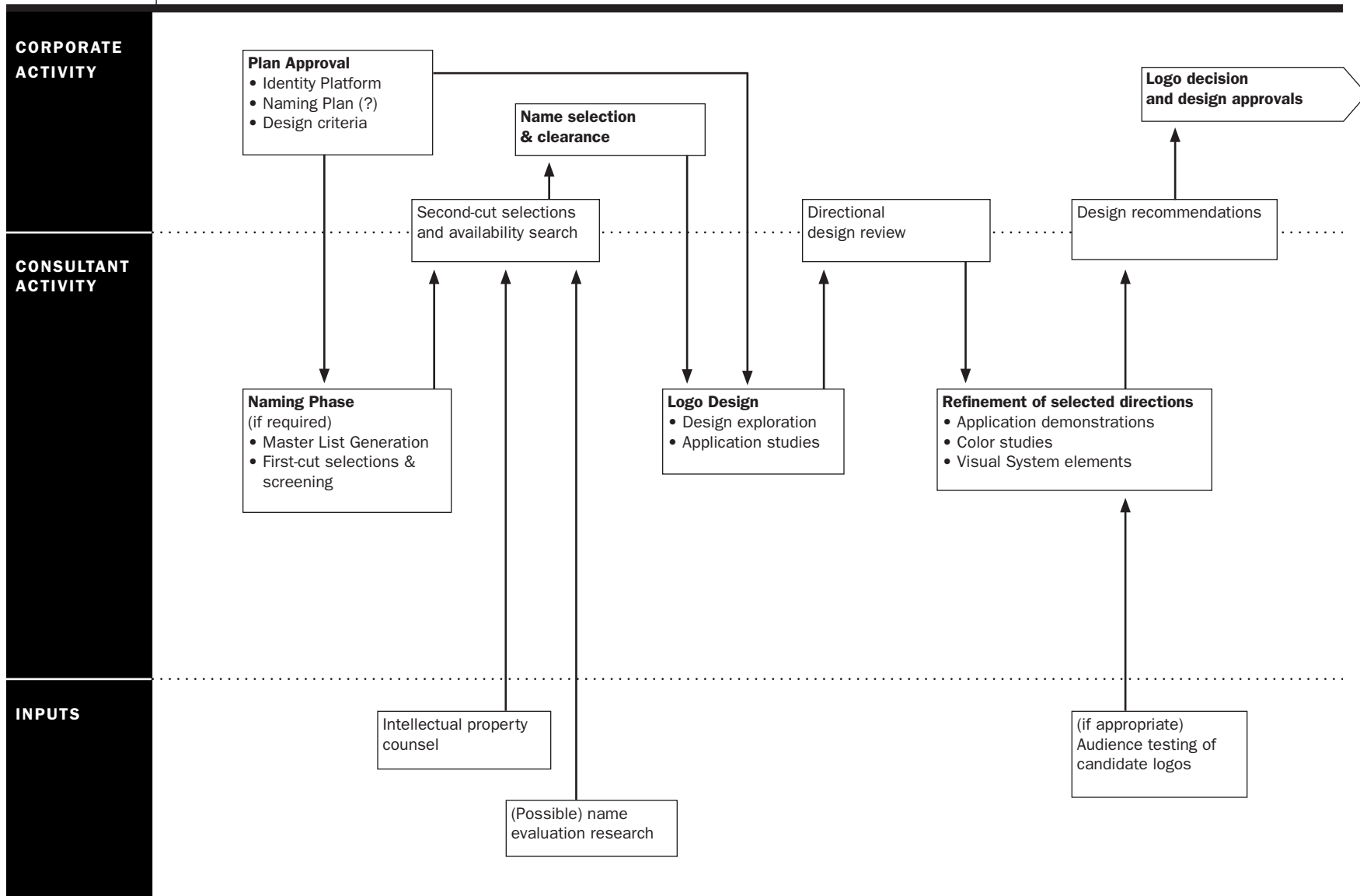


# THE CORPORATE IDENTITY PROCESS

Tony Spaeth / Identity  
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## Phase Two

### NAMING AND LOGO DESIGN

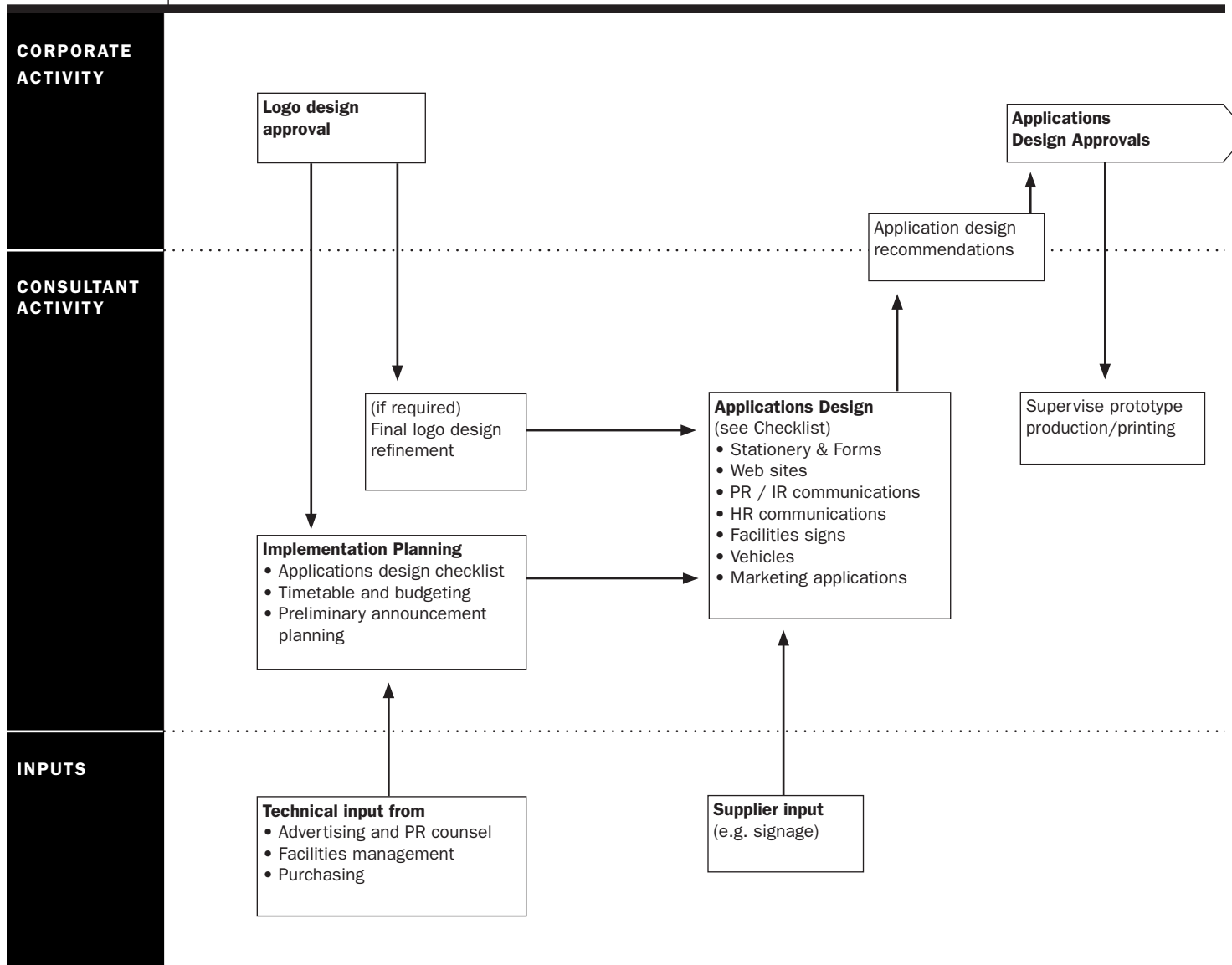


# THE CORPORATE IDENTITY PROCESS

Tony Spaeth / Identity  
spaeth@identityworks.com

## Phase Three

### IMPLEMENTATION PLANNING AND APPLICATIONS DESIGN



# THE CORPORATE IDENTITY PROCESS

Tony Spaeth / Identity  
spaeth@identityworks.com

## Phase Four

### IMPLEMENTATION AND ADMINISTRATION

