

## Corporate Branding

Do you have a new business or feel it is about time for a completely new look? Lumis Multimedia can help you! Why is brand important you may ask. It has been said that corporate identity "may be the least tangible yet most valuable asset." Our corporate branding services are aimed at small to medium sized companies wishing to use one company for the design and implementation of their new branding.

Lumis can offer a greedly reduces price compared to selecting design, print, marketing and website services individually. Lumis can offer your business a choice of services including Corporate Logo design, Business Stationery Designs (Business Cards, Letterheads, With Comps slips etc etc), Website Design and Development, Website Hosting, DDomain Name Registration, Search Engine optimisation and CD and DVD Marketing

Ideally, Corporate Branding works by bringing your corporate, product or service brands to life in print ads and on the Internet or Web sites. Our Corporate Branding strategies can help to build equity, and to add value to your company.

In today's mass advertising world it is becoming increasingly important to develop and maintain an effective corporate brand as your identity reveals your company's desire to become recognised. Once believed to be a decorative device, that positions a business as modern, creative and reliable, visual identifiers are now less an aspect of public relations and more a product of business strategy. Being such, they can have extensive connnotations for the businesses that develop them.