Difference between Corporate Identity & Branding

To differentiate corporate identity and branding, which are used in marketing, to make the difference between these both is a difficult one as it correlates to each other; I hope you agree **Corporate Video Presentations**.

A corporate identity is a look or visual representation of a business. A corporate identity can be a logo, motto, images. Branding is how a customer's view of the company after their experience with the respected company. We can say corporate identity is the internal factor of a company to the project, and branding is the external factor in how customers view the company. The brand defined as "A brand is a person's gut feeling about a product, service, or company" said by Marty Neumeier.

A corporate identity is how a company wants to projects its identity in the market; when it comes to branding, it is precisely the reliability of the business's look and perception in the customers' mindset, usually based on their experiences with a company. In branding, the advertising company creates advertising campaigns to portrait the business that makes believable and trustworthy. Let's make it clear from the famous Quotes for clear understanding, "A brand is what they, the customer, says it is" by Marty Neumeier.

The most popular brand, Let's take Apple Inc. Their motto is not to portrait the: apple in the bitten state, which is corporate identity, the branding of Apple is what they won't give to the customer, what the customer is in need. Brand loyalty builds with the customer from the company; in short, it relates to the *relationship and emotional connection between a customer and business. Corporate* identity is all about the *look and feel of the business.*