

recognology®

Off Limits Seventy-five image clichés

Like your positioning statement, influential graphics are synonymous with setting your company apart. With this objective in mind, ask yourself whether including any of the following visual metaphors distinguishes your company's unique market position.

DIRECTIONS FOR USE: Review the following graphic clichés and ask yourself if you've seen them before. If you have, does it make sense to attach these "been-there-done-that" graphics to your visual signature? Obviously, this list is nowhere near all-inclusive. If it has been done before, don't do it again unless your goal is anonymity. Remember, you cannot successfully claim to be an innovator and make your premise credible with visuals that are run-of-the-mill and cliché.

A Selection of Lowest Common Denominators in Graphic Metaphors

1. Your building or manufacturing facility
2. A smiling face on the phone
3. Someone sitting in front of a computer
4. A computer screen, mouse or keyboard.
5. A world globe or an aerial shot of the earth
6. A tight close-up of a handshake
7. A graphic that is centered on a compass
8. A group of executives reviewing documents
9. A boardroom setting
10. A barcode and a red scan beam (or not)
11. Popping Champagne Cork
12. Corinthian pillars
13. A calculator, with or without a paper tape
14. Child's building blocks
15. A stack of coins or currency
16. A cash register displaying "no sale"
17. A tight close-up of a checkbook & pen
18. A justice scale or gavel
19. Nuts & Bolts
20. A flexing bicep
21. A road sign
22. A stop sign
23. Car keys
24. A tight close-up of a sharpened pencil
25. Test tubes with colored liquid
26. Hands cupped holding anything
27. An eye chart
28. Eyeglasses resting on a newspaper
29. Rows & columns of eggs
30. A data stream
31. A lock & key
32. Rolling Dice
33. The eight ball
34. A light bulb
35. A map of anything
36. A CD ROM
37. The control panel of a technology device
38. A cell phone – person attached or by itself
39. A cup of coffee adjacent to a newspaper
40. A sunrise or sunset
41. A day planner
42. An executive with a briefcase
43. A Rolodex
44. A silhouette of business conduct
45. A piggy bank
46. A businessman crossing the finish line
47. A ladder reaching infinitely toward the sky
48. A chessboard
49. A CPU, memory chip or printed circuitry
50. A satellite dish
51. Hard disk drive media & a stepper motor
52. Lightning bolts and laser beams
53. Thumbs up or and A-okay gesture
54. An LED or LCD Screen
55. A red umbrella
56. Index finger flipping a light switch
57. Converging double yellow lines
58. A traffic signal
59. Digits, bits or bytes circling the globe
60. Piano keys

Off Limits

Seventy-five image clichés

61. A blackboard, chalked with equations
62. An alarm clock, especially one with bells
63. The running or dashing executive
64. A life preserver
65. Any portrayal with mini-blinds
66. Chain links
67. A wire frame grid of anything
68. High Five
69. <http://www.anythingdotcom>
70. A crystal ball anything
71. A globe
72. Eyeglasses on a newspaper
73. An alarm clock
74. A breaking wave on the shore
75. A water droplet

This short article is one in a series written to help you build an influential corporate identity and improve your trade show success.

Copyright 2007, Rick Dressler. All rights reserved. Reproduction without permission is prohibited. Recognology® is a registered trademark of Rick Dressler.

Rick is president of Tradeshow Toolbox, a marketing and graphics production firm specializing in trade show marketing and content creation. For assistance developing your company's ideal corporate persona, please **contact Rick at 909-336-1992 or email at rick-dres@quickshots.com**. Other marketing services include ultra high-resolution trade show graphics, graphic design, digital photography, 3D illustration, copywriting, advertising and 4-color printing.

recognology®