

ABSTRACT

The application of a new corporate image in the mirror Guangzhou Municipal Government, is the fundamental basis for the positioning of the institution, nationally and internationally. As a visual tool lets you promote and publicize the work being done on behalf of the people of Canton. The design of the corporate image will benefit in the development of promotional activities, by having a basic manual, it allows to establish parameters and guidelines to follow for the development of visual promotional materials such as office supplies, fencing , tourism marketing material, reflecting its identity and unique elements of the canton, and succeed in promoting tourism, its culture, and tradition. The Corporate Image of the Canton Municipal Government mirror was made by a market survey of 400 respondents and divided to each parish, with a 5% margin of error, and 95% confidence, in order to determine the most representative Mirror Canton and extract icons that will be of great importance for the development of the project. The purpose of this project is to make the mirror Canton Municipal Government is an institution recognized easily by the community, state agencies, International Cooperation, among other organizations within and outside the country and the general public, this will strengthen their relationships institutional level and facilitate communication between them. As a viable and important project for the Municipal and county government has been very well received and acceptance for the development and implementation of the project.