Corporate identity letterhead template free

Opinions expressed by Entrepreneur contributors are their own. The S corporation is often more attractive to small business owners than a standard corporation (or C). That's because an S corporation has some attractive tax benefits and still offers business owners the liability protection of a corporation. With an S corporation, income and losses are passed on to shareholders and included on their individual tax returns. As a result, there's only one level of federal taxes to pay. A corporation must comply with certain conditions to be eligible for a subchapter S election. First, the corporation must have no more than 75 shareholders. In calculating the 75-shareholder limit, a man and woman count as one shareholder. Also, only the following entities can be shareholders: individuals, estates, certain trusts, certain partnerships, tax-exempt charities and other S corporations (but only if the other S corporation is the only shareholder). In addition, owners of S corporations that don't have inventory can use the cash method of accounting, which is simpler than the accrual method. Under this method, income is taxable when received and expenses are deductible when paid. S corporations do come with a few drawbacks. S corporations, for example, are subject to the same requirements corporations must follow, and that means higher legal and tax service charges. They must also keep articles of incorporation, hold directors and shareholder meetings, hold corporate minutes and allow shareholders to vote on large corporate decisions. The legal and accounting costs of setting up an S corporation are also similar to that for a standard corporation. And S corporations can only issue common stock, which could hamper capital raising efforts. Acquisition – and Repeal – S Status A corporation must make the subchapter S election no later than two months and 15 days after the first day of the taxable year to choose. Subchapter S election requires the consent of all shareholders. The states treat S corporations differently. Some states disregard subchapter S status altogether, offering no tax breaks at all. Other states honor the federal election automatically. Finally, some states require filing a state-specific form to complete subchapter S election. Consult an attorney in your state to determine the rules that apply to your business. An S corporation can revoke its subchapter S status by either failing to meet the conditions of eligibility for S corporations, or by serving with the IRS no later than two months and 15 days after the first day of the taxable year. Once the revocation becomes in force, the business will be taxed as a corporation. S Corporations vs. LLCs Corporations and LLCs have agreements: They offer their owners limited liability protection and both pass-through tax entities. Pass-through taxation allows the income or loss generated by the business to be reflected on the personal income tax return of the owners. Owners. special tax status eliminates any possibility of double taxation for S corporations and LLCs. This is where the similarities end. The ownership of an S corporation is limited to no more than 75 shareholders, while an LLC may have an unlimited number of members (owners). And while an S corporation may not have non-U.S. citizens as shareholders, an LLC can. Additionally, S corporations cannot be owned by C corporations, other S corporations, many trusts, LLCs, or partnerships. LLCs are not subject to these restrictions. LLCs are also more flexible in distributing profits than S corporations, dery from the corporation can only have one class of inventory and your percentage of ownership determines the percentage of pass-through revenue. On the other hand, an LLC can have many different classes of interest, and the percentage of pass-through income is not linked to ownership percentage. The pass-through percentage can be set by an agreement of the members in the LLC's operating agreement. However, S corporations are not without their benefits. One person can form an S corporation, while at least two people in a few states need to form an LLC. Existence is perpetual for S corporations. Con on the other, LLCs typically have limited lifespans. The stock of S corporations is freely transferable, while the interest (ownership) of LLCs is not. This free transferability of interest means that the shareholders of S corporations can sell their interest without obtaining the approval of the other shareholders. In contrast, member of LLCs requires the approval of the other members to sell their interest. Lastly, S corporations can be beneficial in terms of self-employment tax compared to LLCs. This article was excluded from the booksStart Your Own Business andEntrepreneur Magazine's Ultimate Book on Forming Corporations, LLCs, Sole Proprietorships and Partnerships, and the article S Corporations Vs. LLCs by Rick Oster. Corporate image and corporate identity are two key marketing tools. The creation of both a business uses staff of marketing, branding, design and copywriting and draws heavily on behavioral psychology. In a global marketplace, crowded brands, these are the elements of image and identity that attract attention, maintain consumer loyalty and, overall, sustain business success. The essential difference between the two is this: corporate image is the public perception of the company, while corporate identity is how the company wants to be viewed by the public. Corporate identity concerns a company's visual appearance. The company logo is a central part of this, such as website design, annual report, company stationery — both paper and electronic — tokens, retail exhaust design and any other items, such as mugs and pins, manufactured by the company as customer gifts. Companies tend to have the corporate identity intervals. Radically changing footage of a company is not recommended as it confuses consumers and to perceptions of instability and a change in company values. Modernizing the corporate identity is more effective when the core visuals remain easily recognizable. Building and maintaining corporate image requires some different methods and skills to those used in creating corporate identity. The corporate image is public perception, and dealing with that perception is crucial. Public relations staff protect and promote the corporate identity to create an image in people's minds. This includes managing negative media stories. The ultimate goal of a company is the exact alignment of corporate identity with corporate image, so the public views the company exactly as the company wants to be seen. Corporate image and identity are both facets to establish a brand. Brand identity is more important, in general than either of these two tools, which support the brand. Brand identity gives products a personality and sets values it establishes in the consumer's mind as embodying these things. This includes brand benefits, performance, values, quality, and customer support. Brand image, by contrast, is how consumers observe a brand overall. Companies are working on the consumer experience to maintain brand image and ensure consumers think about the brand in the way a company wants them to. Although you may not intend, you probably make judgments from others based on visual perceptions. Don't be alarmed: people rely on their eyes to make decisions about their environments and the other people in them. Marketers and advertising analysts understand how people's minds work and the importance of visual cues. These professionals analyze the impact a company's logo has on the public. A business logo can cause people to see the firm in a particular light, even if that vision has no bearing on reality. A corporate identity refers to the color schemes, designs, and words a company uses to communicate its business philosophy. Through its corporate identity, a firm tells the world how it views itself and how it wants the rest of the world to see it. People associate companies with their corporate identities. For example, everyone who sees the iconic silver circle with three lines of assembly in a point recognizes the symbol as Mercedes Benz's logo. In 2002, the Mars Confectionary Company and Pedigree Masterfoods Company merged into one unit, called Masterfoods. Masterfoods operate in three sectors: candles; a field called sad meals; and pet care. The new company created a logo, which hoped the public would recognize and associate with Masterfoods. Four years after the merger, Masterfoods announced it was branding strategy. The company reported that customers did not recognize the logo, and therefore did not recognize the firm. Analyzing people's perceptions of a corporation's identity requires research. Marketers and researchers shouldn't just examine the company's logo and how others see it; they must also evaluate logos, and whether these competitors have more success in the field than the company in question. Analysts use focus groups to discover what the average person thinks about a company's visual identity, and whether he associates the logo with the company with both ease and frequency. Companies in a similar field can sometimes give researchers an idea of how consumers see a company through its logo. For example, a high-end jewelry company wants to create a connection between its logo and the characteristics of exclusivity, quality and history. This jewelry firm can explore how other companies in the luxury goods market communicate these ideals. Even if these other businesses don't sell jewelry, they sell the same concepts: limited expense products of the highest standards with excellent reputation. Reputation.