ABSTRACT: In this paper, we address conceptual metaphors in online enterprise discourse and the presentation/representation of enterprise identity by means of these cognitive tools. We are guided by the main tenets of Cognitive Semantics: conceptual metaphor and metonymy, the relationship language/experience, image schemas and the notions of prototype and polysemy. Conceptual Integration theory is approached in occurrences whose complexity is hardly attainable by conceptual metaphor. Our corpus comprehends various sites of American and German multinational enterprises, from various business areas including energy and software. We selected the links “About us”/”Über uns” because they present the enterprise to consumers. Some conceptual metaphors have a structural importance, e.g., the enterprise is conceptualized as a machine, a body or a living being. Enterprise identity, its manifestations and possible differences, is approached in the light of these cognitive processes. This study is part of an ongoing PhD course in Linguistics at the University of Lisbon.