The Analysis of Communication Interface of Corporate Identity System for Designer and Client

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Abstract

The informational development has caused tremendous change to business operation. Brand is one of the important assets of an industry. Along with the evolution of the economic structure and the coming of the information age, the operation of the corporate image and brand has become more and more important. It has been years when Taiwan promoted Corporate Identity System (CIS), and CIS has been started, strengthened up and grown at our country that many corporations and social public confirm the promotion.

This study will collect logos of Taiwan’s top 500 enterprises, which are categorized into 10 major classes upon induction and analysis, to analyze and discuss the development of logo brands and the patterns of the corporate logos, also, to discuss the relationship between the logos and corporate image. Further, in order to adapt to the coming of the Internet age and the change of the marketing trend, under the keen competition of corporate information transference, corporate logos must not only be base on design to upgrade the corporate image, but also must analyze, compare and discuss the color positioning among different industries of the logos of Taiwan’s top 500 enterprises, further, to make use of the informational technology to build up the image range analysis of different industries, in search of the positioning for corporate logo colors so as to reinforce the market competitive ability of corporate identity.
Keywords: Corporate Identity System, color image range table, informational technology.

1. Preface

1.1 Study motivation

In recent years, due to the competition at domestic and overseas market is getting keener, nowadays, when people pay more attention on diversified products and corporate operation, corporate image is considered much important. Along with the coming of the economic era, the corporate ethic has been evolved following the trend of the time. Meanwhile the corporate image has been ceaselessly evolved in order to adapt to the progress of the corporate, it is necessary to present the spirit and ethic of the corporate itself in time. Especially the external trading of our country is facing a problem that labor intensity products have been replace by low cost products from Mainland China and southeast Asian countries. Besides, the domestic market must be opened in order to get into WHO, and the corporate must change the operation type to adapt to the economic and trading changes. To establish Corporate Identity System and form a corporate image have been inevitable at present situation. (Note 1)

Take the international renowned brand Acer as example: the evolution of the corporate image reflects the economic miracle of Taiwan. From the OEM at the early stage to self R&D and design and created own brand later, which not only upgrade the international image of Taiwan, but also strengthen up the international competitive ability of Taiwan corporate. The CIS has been developed for many years at Taiwan; along with the economic development the growth of CIS has also evolved without stopping. Corporate logos are one of the important items of CIS. Through the visual expression art, corporate logos are formatted, systematized to create concrete image of the corporate and to develop the management function fully.

1.2 Study objective

This study has aimed at informational technology or digital media characteristics to explore that due to the rise of the web technology, it has produced a new service system and affected use’s habit to form a new trend of broadcasting service. Corporate image has also adapted to the trend of time to carry on the recreation of the corporate image and identity. This study will collect and categorize logos of Taiwan’s top 500 enterprises as database to offer information efficiently for designers who are
doing the CIS design. It included the instant reference of the corporate logos and standard colors of the same category so that users and designers may get the instant information and make decision. It integrates the web functions through the web environment as the platform, such as the establishment of database and searching engine. The purpose of which is to half the work with double results, add value to corporate image, meet the demand of the consumer market, and to combine the modern designing concept with the corporate spirit to make corporate logos of different professionals different from other competitors, and give consumers deep impression to achieve final sales purpose.

2. Investigation of recorded documents

Formosa Plastics Industrial Company has first introduced the CIS into Taiwan as early as 1967. Mr. Kuo Shu-Hsiang is in charge of the plan to set up the wavy logo as the CIS of Formosa Plastics, which was the first corporate logo in Taiwan. Later, Wei Chuan Company and Tatung Company, etc., representative of different industries has their own logos too, which include traditional industries with long history and the newly rising industries. Along with the corporate growth, the corporate brands shall have an appropriate plan and make modification and changes in order to adapt to the progress. Take Acer corporate as example, Acer has its own international brand Acer. Along with the corporate growth, it has evolved from computer manufacturing to high tech industry, from hardware manufacturer to problem solution supplier, while the operation strategy of the corporate has also changed from product-oriented to upgrade to customer service-oriented. Such significant change has forced Acer to give up its international brand corporate logo and re-design a new logo to present the corporate spirit and image. (Fig. 1) Acer has made public the new corporate logo and new corporate operation strategies of in 2001, but it was not until this season in 2003 that Acer started to make profit. To see from Acer’s brand operation experience, it is a trend for corporate logos to be created again now.

The real CIS hot wave was originated in America, such as IBM has employed Eliot Noyes to be in charge of the plan of the CIS of IBM in 1956. The designer of IBM corporate logo is Paul Rand who also designed the corporate logo for Westinghouse in 1960, (Fig. 2) which was a good example of the development of excellent logo design. Besides, the first concrete CIS case in Japan was Motoo Naknishi (中西元男) of PAOS company who made TDK logo in 1966, then MAZDA, 大 榮 and 松屋 Department Store etc, famous industries have all been successfully rebuilt the CIS and corporate image. (Fig. 3)
3. Research method

3.1 Research scope

This study has taken the top 1000 enterprises surveyed by Commonwealth magazine and based on total income of different industries to categorized as the followings: 1. Banking, 2. Electronics; 3. Information and broadcasting; 4. Textile and garments; 5. Automobile and parts; 6. Machinery equipment; 7. Steel and Metal; 8. Metal products; 9. Food and Fodder; 10. Chemical products. Then take the corporate logos of the top 50 enterprises of different industries based on total income to collect the corporate logos. The final total becomes the database of the corporate logos of Taiwan's top 500 enterprises (Appendix 1) to analyze and explain. Further, to analyze and investigate the corporate logos and image range table of different industries through integration of informational technology, and as a reference for different industries when they are doing the rebuilding of corporate image and to segment the market and efficiently upgrade the industrial image in the future.

3.2 Research method

(1) The evaluation objects at this stage of the study has taken Taiwan's top 500 enterprises to categorized as the followings: 1. Banking; 2. Electronics; 3. Information and broadcasting; 4. Textile and garments; 5. Automobile and parts; 6. Machinery equipment; 7. Steel and Metal; 8. Metal products; 9. Food and Fodder; 10. Chemical products, and duplicate the corporate logos of different industries with computer software, which the degree of fidelity and ratio of size are adjusted to be consistent to save the making cost.

(2) Make a color image range table (Fig. 4). Among the corporate logo samples of the ten major industries to take each industry as one unit to classify the standard colors of the corporate logos into groups to find out the color positioning chart of the corporate logos and put the similar colors of the corporate logos together in one group.
(3) Use the mutual related digital media as a tool to make the ten major industries classified names into ten guiding options. Hereunder takes the corporate logos of banking industry as example with description as the followings (Fig. 5):

![Fig. 5. Logos of Banking industry](image)

![Fig. 6. Logo Color Image Range Table of Banking Industry](image)

Use the corporate logo standard colors and color image range table as corresponding basis, users may select the industry class with mutual related tool, then choose the color on Color Image Range Table (Fig. 7, 8, 9, 10). Through integration of program management and database, it may quickly present the color distribution of the corporate logos. Then select the logos that meet the image feeling of the objects at the interview through assessment of semantic difference, and apply factor analysis to identify potential construction aspect. Finally, use a diversified range analysis to coordinate the numbers and chart to test the relationships between the corporate logos and colors to the consumer’s visual and mental recognition to induct ten most impressive logos, and clearly present the Logo Color Image Range Table of Banking Industry. (Fig. 6)
4. Results and Discussion

4.1 Difference between digital media and flat print media

The presentation of corporate logos range table shows significant difference between the one through the interface design, sound coordination, animation and instant display with digital media and the one through traditional flat print media display. No matter it is editing method by selecting the printing content or taking the screen size as the major connection method, the presentation of the content is no longer single, besides, its coordination with technology make it dynamic and changeable. To keep information simple and intuitive, users may quickly get the information due to the consistency and mutual communicative habit of the interface. In addition, the function to set up the database and the search engine will not be available on flat print media. To speak from visual reading habit, display of the flat print media is better than that of the digital media not only on display of quality, but also for the reading convenience of the users. Especially, on the accuracy of the corporate logo colors, the delicate printing of the flat print media displays is lacked in digital media that can only transmit its information on monitor. Further, to speak from the feeling of quality and touch, it is a great challenge to digital media.

4.2 Corporate image and color

Corporate image usually causes relevance to colors. Corporate standard color is one of the important elements of the CIS. Once color is set, it must establish a sound marking system to achieve the standardization of corporate image, especially the market segment for keen competitive corporate and product color. For example, the major colors of McDonald Foods are yellow and red, and the electronics industry mainly use blue color, however, Acer Industry chose dark green to create a market segment from the other competitors. (Fig. 12) On the application of the color image, people take the three elements of color: color appearance, brightness and hue as the basis for color recognition. Color impression space is common feelings of human beings toward colors. To evaluate all of the colors with adjectives on two-dimension space, through semantic analysis procedure one may get the impression space of mono color and the impression space of adjectives. (Fig. 13, 14) Having the corresponding relationships, we may find out the related colors objectively.
4.3 Types of corporate marks

The corporate logos of Taiwan, except few famous corporations met the corporate spirit, the logos of most corporations are too complicated. Logos represent a corporation, appropriate present the corporation ethic and style. Whether the logo design of a corporation is successful or not depends on how the logo expresses the specialty of a corporation accurately. Among the CIS design, logo that represent a corporation is the most important and basic element in the center of CIS. Corporate logos can be presented in different styles according to their roles and functions. For example: corporate graphic mark, group mark, trademark and corporate word marks, etc. To speak from those logos, each is from the specialty developed and vivid use of the so-called “word mark” and “visual mark”. To speak from corporate logos styles, the following is the simple explanation based on all kinds of styles and specialty of different corporate marks: Use the visual mark as trademark, use the word marks as the word trademark, and turning the corporation name into brand, which may roughly divide into patterns, letter body, or compound, etc., various styles (Fig. 11) (Note 3) as a reference for domestic industries when designing and developing the corporate logos.
4.4 The change and trend of the broadcasting media

The broadcasting media is divided into four stages to explain: 1) Language broadcasting period, 2) Word broadcasting period, 3) Printing broadcasting period, 4) Electronics broadcasting period. The new age consumers have gradually become accustomed to receive outside information from monitor and screen, in order to cater to the demand of general public and to cause their attention, the goal of the visual effect thus tends to be consumer-oriented with changeable, mutual related, personalized service to offer much direct, exciting and stronger pursuit. The progress of technology has improved the broadcasting method and function, and the change of the receiving media tool has changed the visual displaying effect thoroughly. To coordinate with the coming of the ADSL era, the design trend of those innovative, mutual relation overturned the display concept of the visual design in the past. On our everyday live, the display media of big or small monitors has gradually replaced the function of the traditional printing media. (Note 3)

5. Conclusion

Along with the rise of the Internet, technology has been incessantly improved, researched and developed, users have also adapted to the time trend to change some traditional using habit to keep up with the changing time. The role that designers play has also facing the new challenge on the new century. The elements of the transmitted information will be no more flat media print, while the objects of the information communication is no more specific groups. Except the consumer friendly-oriented trend, to face the interface of the transmitted information change from the traditional newspaper and magazine to current computer monitor, web electric appliance, personal pocket computer or mobile phone will make the designers face new challenge when considered the design elements when those appliances and devices are hooked up. Thus, the connection method for the editing of the print face, the size of the monitor, the presentation of the content is no more a single matter, but to combine the technology function to create dynamic, changeable state. When facing the choice how to keep a simple and intuit information, users will not get lost among the information digitals due to the unified and common communication habit of the interface. For example: the www.sun.com website contained 25,000 pages or more, the challenge the designers must face in the future will be much diversified and tougher.
The role a designer plays is no other than integration of humane and technology and to pass the message to web visitors effectively. In the Internet, the only difference is the channel for information transmission changed, the symbols of the transmitted information diversified, the role of the web visitors multiplied, the environment to receive the information is a virtual website.

As to the principle of the design, to speak from the presentation of the contents, the expression is that the subject has “emotion, idea, meaning and opinion” to express by means of media (language, word, graphic, photo, expression, voice). The designers make the visualized design through image understanding. Therefore the principle of design shall remain unchanged. The designer’s expressing level of the idea upgrade to visualized communication level, and achieve the convince level, where the information receivers will decode the visualized symbol. The goal of the design is to guide the information receivers to generate concept, further, to get deeper impression so as to change the subjective awareness of the information receivers.

The designers shall actively understand the function and system of Internet to design a perfect user’s interface. Through the communication between the users and the computer, it may also merge the daily living experience to establish a new web environment. The rise of the Internet, the building of the database, the integration of the searching engine function have been through level by level analysis and suggestion to provide the users with usable database in time, and to shorten the distance between the users and the designers. In this way, it may achieve the design goal with concrete mutual and science, objective selection. They may also provide reference for related industries to consider re-operate the brand again and to upgrade the corporate competitiveness.

Notes:
References:

1. Chen, Jen-Hsiang, 1999, Discussion of the degree of dolor identity and application on user’s interface design, Industrial Design.


( Appendix 1 )
Categorize and analyse the logos of Taiwan's top 500 enterprises

The textile industry

The finance company

The chemical industry

The metalworking industry

The electronic industry

The foods of manufacturing industry

The machine industry

The transport industry

The iron and steel industry

The information industry