

# Designing for Corporate Identity vs Brand Identity

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2nd International Design Conference  
**FROM DESIGN TO GLOBAL IDENTITY**  
American University in the Emirates  
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# Coca Cola



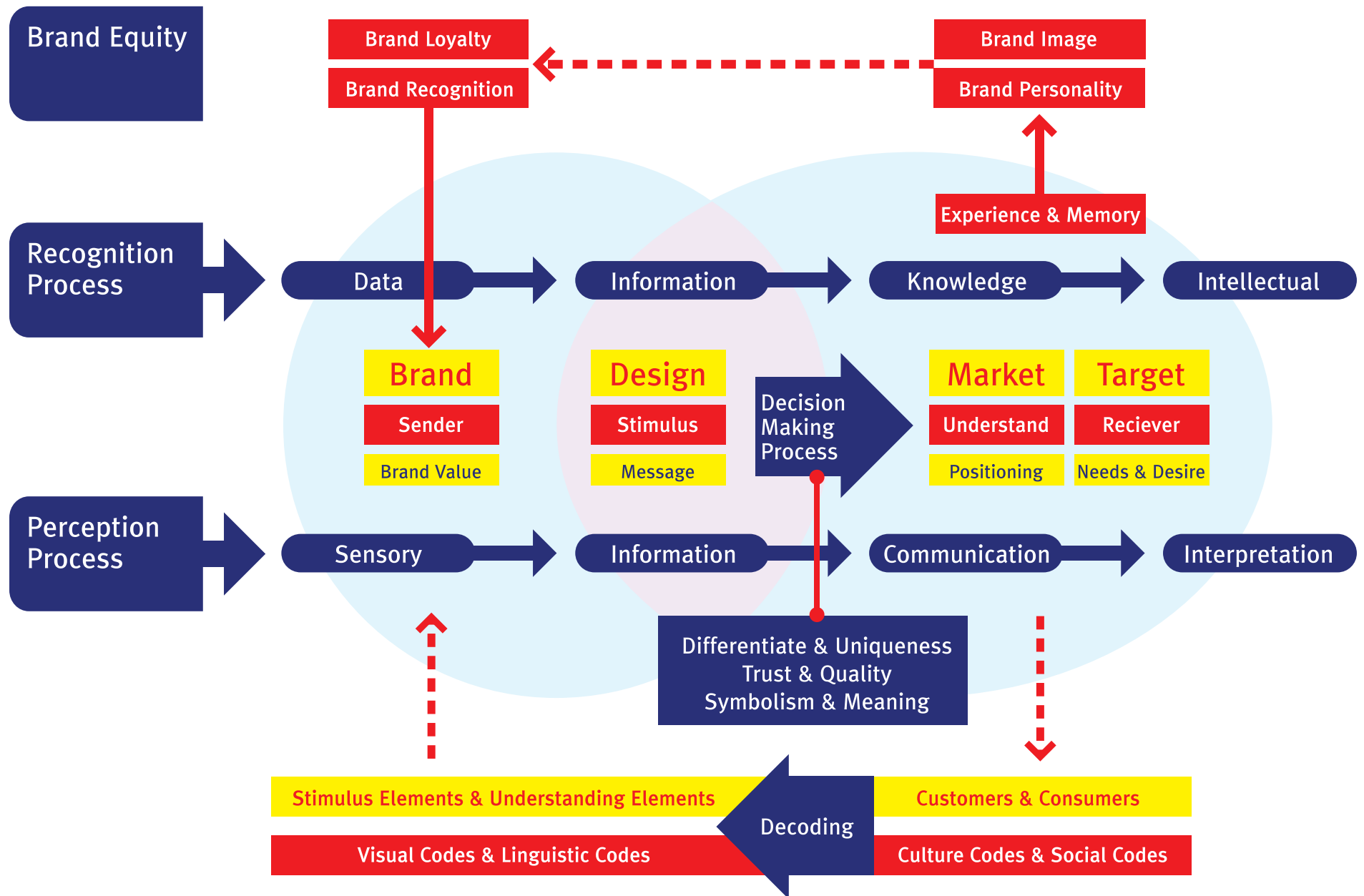
<http://www.coca-colacompany.com/chronology>





Abstract Image/Abstract Visual Expression/Accent Color/Active Culture Code/Advertising Design/Analogous Color/Associative Brand Name/Astract Mark or Representational Mark/Attention/Balance/Behavior Identity/Body Copy/Brand/Brand Color/Brand Concept/Brand Design/Brand Design Process/Brand Design Strategy/Brand Design Strategy Plan/Brand Equity/Brand Identity Mark (BIM)/Brand Image/Brand Life Cycle/Brand Loyalty/Brand Message/Brand Modifier/Brand Name/Brand Personality/Brand Recognition/Brand Touchpoint /Brand Touchpoint Design (BTD)/Brand Typeface/Brand Value Position Analysis/Byline/Challenge Brand/Chracter Design/Chroma or Satuation/Color Color Strategy/Commodity Brand/Communication Design/Communication Elements Standard Audit/Communication Noise/Complementary Color/Comprehension/Comprehensive Design or Comp Design/Connotative Meaning/Consumer/Consumer Decision Making Process/Consumer Market/Contemporary Representation/Contrast/Convergent Thinking/Cool Color/Corporate Brand/Creative Concept/Creativity/Cross-Over Brand/Culture/Culture Brand/Culture Code/Current Customers/Customer/Decision Making: Environmental Influences & Personal Influences/Decline Stage/Derivative Functions of Brand Design/Descriptive Brand Name/Design Differentiation Strategy/Design Strategist/Differential Brand/Digital Brand/Direct Visual Expression/Discount Brand/Divergent Thinking/Dominant Brand Color or Main Color/Editorial Design/Publication Design/Emblem Mark/Emphasis/Environmental Design/Sign Design/Ephemera Linguistic Communication/Ephemeral Design/Experimental Brand/Exposure/Family Brand/Final Design/Flexible Tagline/Font/Forced Connection/Freestanding Brand Name/Functional Brand/Fundamental Needs/Futuristic Representation/General Culture Code/Global Brand/Gobayashi Image Scale/Graphic Artist/Graphic Design/Growth Stage/Grunge Typeface/Hard Subject Design or Cutting Edge/Harmony/Headline/Hierarchy of Needs/Hierarchy/Visual Expression/High-End Brand/Identity Recognition/Illustrator/Image/Image Style/Impulse Purchasing/Impurse Buying/Inactive Culture Code/Individual Brand/Information Copy/Information Design/Information Processing/Information Search/Integrating Brand/Intergrated Design/International Brand/Internet Brand/Introduction Stage/Keywords/Layout Design/Leadership Brand/Leading Brand/Legibility/Lettermark/Liguistic Communication Elements/Literal Image/Local Brand/Logotype/Low-End Brand/Low-Price Brand/Luxury Brand/Main Target Consumers/Making a Brand/Manufactured Goods/Market/Market-ing/Mass Brand/Maturity Stage/Memory/Metaphor/Me-Too Brand/Mind Identity/Minor Graphic Elements/Monochromatic/Monotone/Motivation Design/Motive/Narractive Point/National Brand/Needs & Wants/New Media/Off-Line Brand/On-Line Brand or e-Brand/Package Design/Pattern/Physical Texture/Poster Design/Postpurchase Evaluation/Power Brand/Premium Brand/Prestige Brand/Principke Functions of Brand Design/Problem Recognition/Promotional Design/Proportion/Proposed Culture Code/Prospective Customers/Pull Quote/Purchase Decision/Readability/Regional Brand/Regular Brand/Rhythm/Rough Sketch/Rough Design/Secondary Target Consumers/Selling/Service/Service Brand/Signature Mark/Slogan/Soft Subject Design/Specific Wants/Stimuli/Stimulus-response Design/Style/Style Consumer/Style Creator/Style Determinator/Style Follower/Sub Headline/Sub-Dominant Brand Color or Minor Color/Supportive Symbols/Symbol/Symbolic Brand/Symbolic Image/Symbolic Mark or Non-representational Mark/Tagline/Target Consumers/Texture/Thumbnails/Traditional Representation/Trends/Typeface/Typeface Classification/Typeface Family/Typographic Design/Typographic Image/Typography/Unity/Value/Visual Communication Elements/Visual Cues/Visual Expression/Visual Identity/Visual Identity Recognition/Visual Texture/Warm Color/Web site Design





Category	Sustainable Design	Ephemeral Design
Characteristics	Long life of function Sustainable function Long-term image communication No effected by style and trend Not able to respond customers	Short life of function Ephemeral function Short-term image communication Easily effected by style and trend Able to respond customers
Design Categories	Identity Mark Publication Package Design Web sites Signages Business Forms Environmental Design Advertising Campaign Product Design	Publication Direct Mail E-mail Exhibition Specific Advertising Poster POP Small Event Program
Linguistic Elements	Brand' s Name Byline Tagline Slogan	Headline Subheadline Body Copy Info Copy Keywords Pull Quote

*Coca Cola*



<http://www.google.com>



Can you  
know its  
brand?



How  
about  
now?



Let me  
explain  
it!



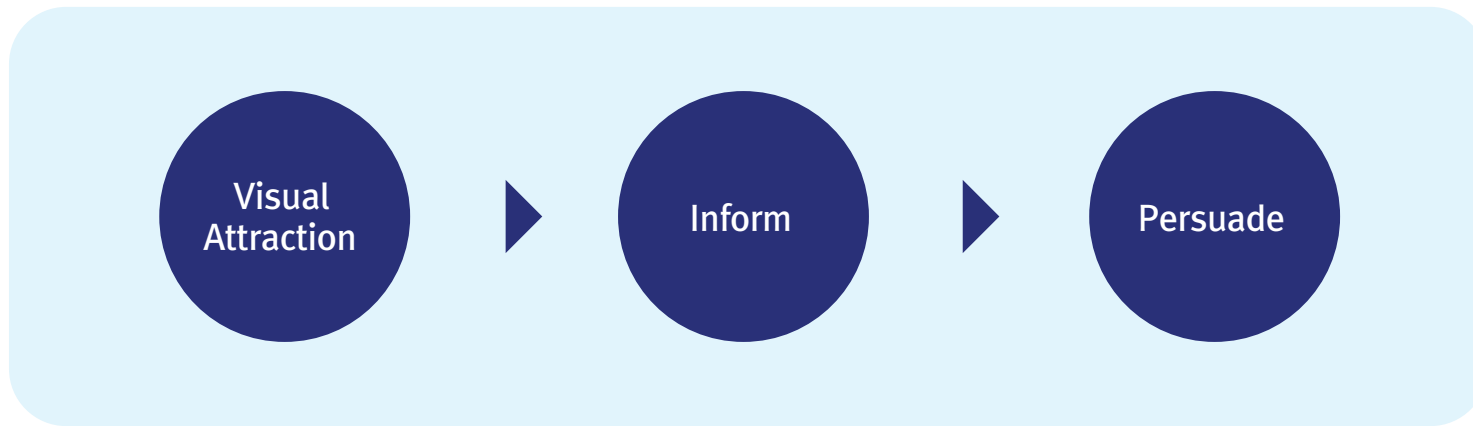


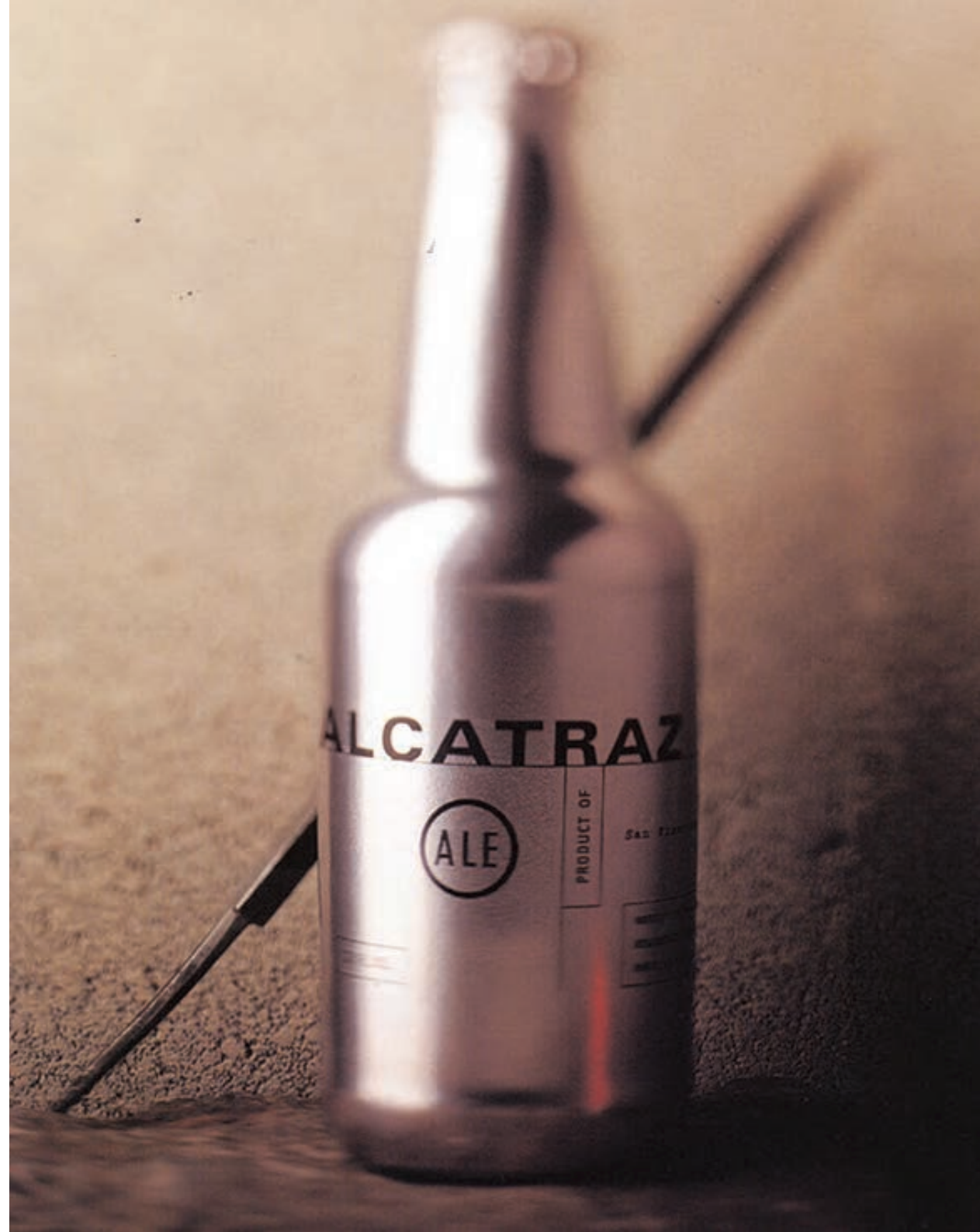


제품 **Manufactured Goods** \_제조해서 만든 기능적인 물체  
 서비스 **Service** \_인간이나 설비와 소비자의 원만한 상호 관계를 제공하는 체계  
 브랜드 **Brand** \_제품이나 서비스를 구별할 수 있는 개성을 주어 경쟁 브랜드와 구분 가능  
 브랜드 디자인 **Brand Design** \_소비자가 브랜드를 인지할 수 있는 직접적인 소통 방법

CLIENT	Quady Winery
INFO	Wine package branding
DESIGNER	John Coy and Albert Inyoung Choi
COMPANY	COY Los Angeles, California USA

## VIP Design Centered Decision Making Process based on the consumer's experience









## Functions of Brand Identity

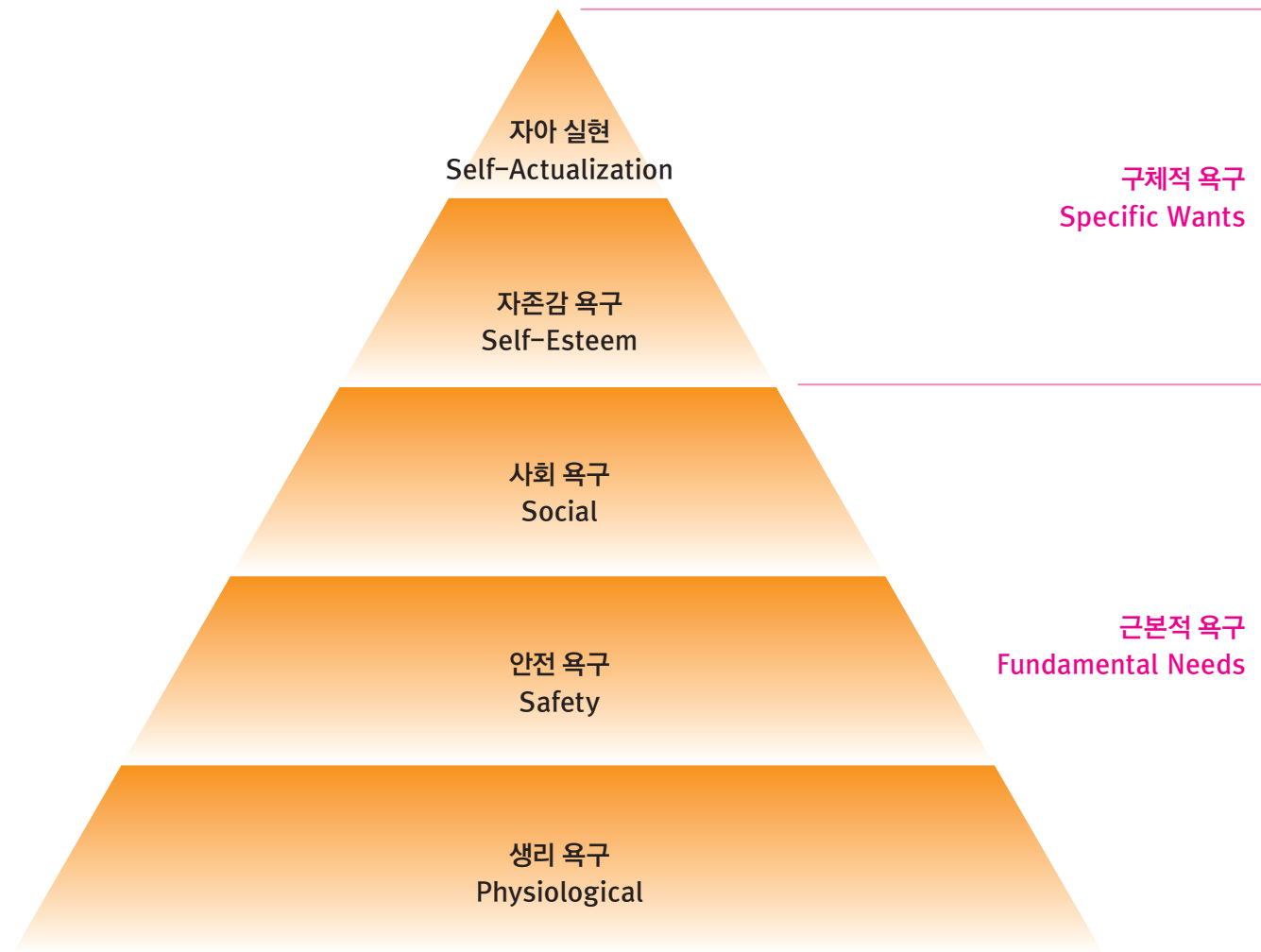
### Principle Functions:

Communicating the Origin of Brand,  
Categorization, Quality, Price, and Trust

### Derivative Functions:

Communicating Differentiating,  
Symbolic/Represent, Loyalty,  
Recognition, and Expression

CLIENT	Alcatraz
INFO	Beer Package Branding
DESIGNER	Bill Canhan
COMPANY	Bill Canhan & Associates, San Francisco USA





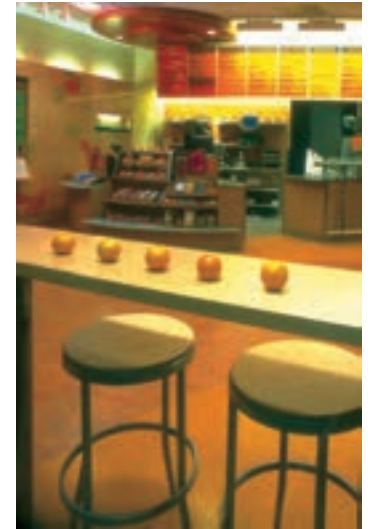












# More Brand Identity



CLIENT	TeraVida
INFO	Cafe in Shopping Mall
DESIGNER	John Hornall & Jack Anderson
COMPANY	Hornall Anderson, Seattle USA



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INFO	Cafe in Shopping Mall
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INFO	Cafe in Shopping Mall
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COMPANY	Hornall Anderson, Seattle USA



Brand Design brings better understanding of how we feel, what we know, where we are, when we act, and why we exist.

Brand Designers ensure to provide its functions with senses and strategies (Logical Sensibility).

ALBERT INYOUNG CHOI

Thank you

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