

A CONCEPT OF VISUAL IDENTITY: WITH AN OFFICE BUILDINGS INTERIOR DESIGN

Ar. Aman kumar Gupta

Assistant Professor

Department of Interior Design, Kalinga University Naya Raipur.

Abstract Choosing a seen identity appropriate to the man or woman of the government vacuum calls for an entire attention of the idea and interest of the employer and the policies and elements of covered format to create a achievement progressive administrative environment, it is one of the most important factors that distinguish businesses and numerous institutions to create an covered highbrow photo a number of the institutional identity and the internal void some of the clients of the vacuum and The test aimed in the direction of upgrading and format integration in administrative institutions of a extensive range thru reading seen know-how and its characteristic in forming the progressive imagination of every the image fashion designer and interior arts and culture designer. Design is a vicinity in which the great disciplines are covered to create a unified progressive seen identity based mostly on a correct system thru reading the importance of The compatibility amongst them Creation is an effective environment in which the classy form and the realistic component are merged. The method of linking the institutional identity, the seen identity and the interior format of administrative houses has been studied through severa models, which may be a step that leads us to resolve the format issues due to the dearth of a unified philosophy in interior format a number of the great spheres inner The administrative employer further to the dearth of interest of some institutions in designing an covered organisation identity, which induced issues For a couple of clients of a void, one interior art designer's characteristic want to now not start from the end of the other. The test followed the descriptive and analytical approach and emphasized the importance of getting access to the interior art designer's intellectual talents and testimonies to a format that achieves seen integration with inside the internal vicinity with a unified identity, and the test ended with the most important findings and recommendations.

Keywords Office Buildings, Interior Design, Visual Identity.

Introduction :

Administrative homes are some of the maximum critical varieties of homes and the maximum enormous as they consist of all administrative offerings for lots commercial, industrial, governmental, or even instructional and technical sectors. Hence, administrative homes won their significance as they're the maximum used homes after residential homes through distinctive feature of the period of time an man or woman spends in them. Building a visible identification suitable to the character of the executive vacuum calls for complete focus of the character and pastime of the organization to create a innovative administrative environment, as having a awesome identification in dynamic markets complete of visible and written marketing and marketing factors is one of the maximum critical elements for the fulfillment of numerous corporations and establishments, beginning from designing a brand that displays the character of the organization and its pastime, as much as An incorporated layout that suggests the visible identification of the organization in all visible exposure images, incorporated with the inner layout of the organization and the visible identification impacts the indoors layout of the space, which includes its making plans aspects, aesthetics, technical and technical aspects, and fixtures units, all of the way to all publications, correspondence papers and worker identity cards. . The layout relies upon on the mixing of the overall notion in phrases of the brand, colors, fashion of letters, fashionable inventive character, using materials, lighting fixtures and useful fixtures pieces, and the advent of an incorporated institutional identification that suggests the creativity of the fashion dressmaker and the mixing and interdependence of disciplines.

Research Problem The lack of a unified philosophy in indoors layout among the distinct spheres inside the administrative organization, in addition to the dearth of hobby in a few establishments in designing an incorporated company identification, which has brought about more than one troubles some of the customers of the space.

The Concept of Visual Identity :visible identification is a large concept, as we discover that the emblem is more often than not the call that embodies the visible identification and it's miles the entirety that might distinguish the goods and offerings of an group from different slogans, writings, colorations, traces and the entirety this is visible with the attention and the entirety It is directed to the general public in phrases of strategies, what's circulated in phrases of propaganda messages and phrases, what homes are constructed, all that represents those centers of employees, and all that the general public gets in phrases of language, voice and images, as a illustration of the person of this mark with its values and philosophy, and the intellectual photo entrenched withinside the target target market The that means of the visible identification of an group is the overall influence this is pondered internally and externally through adopting the business enterprise's brand, brochures, promotional materials, newsletters and the website. The major aim of the recommendations for the usage of visible identification is to verify the presence of the business

enterprise and its authentic identification visually and continuously, incorporated with the inner layout of the distance because it seems withinside the shape of number () the version of one of the wings of the Firefox business enterprise, which suggests integration withinside the layout thru reading the brand from colorations and traces. In designing suspended ceilings, partitions, and inner partitions, it's miles stimulated through the business enterprise brand to make clear the mixing among them and the partitions thru the shadeation scheme and its powerful distribution. We finish from this that the visible identification represents the visible photo of the establishments in the front in their customers, and it's miles the visible photo representing the business enterprise this is the entirety associated with the exclusive visible packages of the group

Visual Identity Secret A carrier whose number one intention is to offer and marketplace a industrial or carrier product to assist or set up sure values. If those entities want powerful mechanisms to marketplace and supply those merchandise to the target market and their beneficiaries, and to introduce them to them. From right here started the idea of visible identification, that's the mark via which the employer and the group gift to the public, the maximum essential aspect that represents the visible identification is the slogan via which the company identification is adopted, the brand may be represented via way of means of a image or an expressive drawing or a call or quick letters that explicit the symbolism of a employer Or an group, and the fulfillment of the brand is measured via way of means of the volume of its relevance to the dreams and imaginative and prescient of the group, the benefit of its influence at the thoughts of the recipient, its memorization and remembrance, and the capacity to without difficulty distinguish it from many different visible images. After finishing the layout of the brand and adopting its form and colors, it's far used as a one of a kind register all method of institutional advertising, along with worker identity cards, correspondence papers, seals, envelopes, delivery vehicles, etc., in addition to all guides and advertisements, and the visible identification of the consultant group is authorised in line with its imaginative and prescient and intention. Distinguishing them from others.

The Development of the Interior Design of Administrative Building The strategies and visions of the indoors layout of administrative areas have differed in the course of the beyond many years and advanced remarkably in order that contemporary-day technological technology have emerged which have affected the indoors layout of administrative areas via the layout unit among inner structure and company identification along with Microsoft, Facebook and Google, explaining the mixing in layout in a innovative manner with them, She mixed the standards of social conversation and presenting a innovative surroundings in a single place. And there are numerous administrative workplace designs wherein an emphasis is located at the merging of the useful side, the innovative side, and innovation, representing his visible identification. Some of those fashions can be uncovered via the study.

The Design Unit Between Interior Architecture and Visual Identity And because it turned into stated earlier than that visible identification is one of the maximum simple elements of administrative establishments. Establishing the layout guidelines for the company identification is an critical depend for it to grow to be a business interest that has a completely unique persona and has the cappotential to draw clients. The layout method of a success establishments relies upon on attaining integration among inner structure and visible identification. Building the identification in step with the imaginative and prescient and desires of the organization: The inner layout of the executive areas displays the overall concept of the organizations' interest, desires and imaginative and prescient. Enterprise. Studies have additionally proven the connection among employees in organizations and establishments and the quantity of originality and energy of innovative layout as one of the elements affecting the association of employees withinside the location. The significance of the interplay among indoors layout and the identification of the location is because of the direct effect of them on employees inner the ones areas, as those environmental vocabulary is meditated at the overall performance of people and at the mental kingdom of employees and process delight costs and the position of visible identification in indoors layout seems through

- Improving attention of the company identification of the company.
- Improvement at the purchaser to get to recognise the organization.
- Distinguish among competitors.
- High costs of worker delight and association.
- Increase your productivity.
- Clearly consolidating the values, visions, challenge and desires of the organization.

Here, the significance of integration and interdependence among the exceptional disciplines seems as an powerful inner surroundings characterised via way of means of a unified visible identification in phrases of horizontal plan planning, inner area determinants, furnishings units, logo, colors, lines, guiding signs ... etc, to create a unified identification withinside the indoors layout of the executive organization.

Elements of visible identification:

1- Colors: Color is the visible and symbolic photograph of meanings and messages. When it involves designing a visible identification, it has an effect at the mental and cognitive aspect of people, and from right here the logo persona and its effect at the identification of the organization seems. The shadeation has the cappotential to deliver visible connotations, describe fact and make clear information. Therefore, designers motel to the use of the energy of shadeation to make clear and emphasize a few information. The shadeation facilitates to spotlight and make clear the meanings, which contributes to the visible verbal exchange process. The significance of shadeation and its connotations isn't confined to the factors of company identification, however as a substitute is one of the fundamentals of indoors layout in phrases of the character of substances and lights systems, and consequently shadeation is taken into consideration one of the factors that have an effect on and have an effect on the encompassing surroundings.

2- Typography: Design Writings and letters have a cultured and practical function that certainly impacts the indoors layout of areas thru its function in layout answers for walls, flooring and ceilings. It can be utilized in a practical and semantic way to mirror a few meanings except its function in steering and counseling systems. Some motivational phrases, particularly in structure, through the usage of them as a way of propaganda or a image of the identification of the organization, and we cannot forget about its function in structure and indoors structure. In order for writing patterns for use effectively, cautious studies need to be executed to recognize the character of the region and region wherein writings might be used as a way of communicate with visitors. There also are many elements that need to be taken into account, together with the dimensions of the writings and their ratio with the character of the distance and the perspective of view, the impact of mild and shadow and the path of the writings and its courting with the motion direction to steer the tourist from one factor to another. "From right here we comment on the significance of analyzing the layout of the company identification as one of the axes Major in constructing administrative establishments.

Corporate identification: The take a look at and layout of the company identification of groups is one of the maximum critical axes in constructing administrative establishments, thru the improvement of an included layout plan. In order to layout a logo this is decided in line with the organisation's activity, imaginative and prescient and objectives, so one can increase the quality pointers and innovative perceptions so that it will decide the direction and roadmap of the organization to cope with time variables. Elements of the company identification (correspondence sheets, correspondence, emblem, posters, etc.) seem as a different signal to suggest the organization.

The courting among company identification and visible identification: Corporate identification is described as a time period withinside the dictionary because the visible photograph of establishments, so the company identification and indoors layout fall below the umbrella of the visible identification, so it distinguishes the identification of the organisation and makes it unique from different groups thru the factors of visible identification together with images, symbols, drawings, colors, writings, and emblem that seem in Correspondence papers, correspondence, envelopes and others. The company identification is included with its layout, which offers a clean photograph and identification of those establishments that don't change, to make themselves acquainted and to create a persona that distinguishes them from different establishments.

Importance of company identification: The idea of company identification is a exclusive non-public characteristic that has a unique person that distinguishes every group from others and looks in distinctive bureaucracy thru commercial enterprise cards, letters, correspondence papers, correspondence, booklets, cards, papers, supplies, publications, publications, envelopes, plates, uniforms, vehicles, It is likewise hired in indoors layout in numerous bureaucracy, as it's far an extension of the group's way of life and its method in reaching the purpose and imaginative and prescient of the group. (2) In mild of the rate and opposition that the sector is experiencing now, the customer has infinite options, and consequently groups want a method to set up a sturdy presence. A accurate company identification allows gain the commercial enterprise purpose and its effect on an target target market thru

1- Building agency personality: The first affect of the agency is the maximum influential, so each agency wishes to have an awesome photograph of the emblem to create an area withinside the thoughts of the client with the aid of using acquiring a completely unique look and identification thru all of the factors of visible communication.

2- Trust and Belonging: The harmonious layout of the company identification according with the goals set for the group helps and displays the principles, way of life and destiny desires of the groups. Therefore, the advent of that is clean to the personnel of the agency, which makes them sense affiliated and offers them self belief withinside the organization. Companies can also additionally occasionally want to replace their company identification if there may be an ideological alternate withinside the target market over time. And with the non-stop improvement of societies. Therefore, the image fashion dressmaker and the indoors fashion dressmaker paintings collectively to create a layout that allows appeal to interest thru the factors of identification and the indoors layout of the executive constructing for groups. Investing in identification allows to broaden self belief, a feel of price and a consistent connection.

Integration among visible identification and the layout of inner administrative spaces: The identification of every organization differs from the other, as every attempts to mirror its philosophy to the general public in a exceptional way, as each employer is a completely unique entity of its kind, and its exclusive identification need to emerge from the roots of the employer itself, its personality, and its strengths. The maximum critical and distinguished aspect of those principles is the layout and standard individual of the inner space, because it transforms the institutional identification into the 1/3 measurement and makes the company identification an influencing aspect through. The tangible bodily idea of its factors virtually and this idea is likewise noted as "Interior Architecture Corporate Identity." "The indoors layout of company structure refers to the whole thing associated with the layout of the indoors space, and the selection of colors, furnishings and its complements." The indoors layout of the corporation is one of the maximum critical factors. The company visible identification this is without delay associated with the company visible identification is inspired via way of means of the employer's culture, company behavior, strategy, products, communications and layout factors and represents an critical detail withinside the system of visible verbal exchange among the general public and the corporation an critical detail withinside the system of visible verbal exchange among the target target market and the employer. The corporation with cohesion and integration among the layout vocabulary that extends to all of the factors of the indoors layout to seem in ideal concord with the identification of the corporation in a exceptional way, inclusive of the perceptual meanings of space.

1- Logo: It is a symbol or a sign that carries with it a philosophical message for the target audience to distinguish the institution, and sometimes the message is informative and indicates the activity of the institution in a simple way, which is the symbolic visual illustration of a specific company, institution or product. One of the most important features of the logo design is the strength and speed of its impression in the mind of the recipient, the ease of memorization and memory, and the ability to easily distinguish it among many visual images, so the logo is used on employee identification cards, correspondence papers, seals, envelopes, etc. And the logo is the most important element of the visual representation of identity, as it is the image that represents a group of experiences that form the visual perception of institutions in the minds of customers. A logo and identity include a number of visual cues, such as shapes, symbols, numbers, and words. But the most influential visual component that is remembered is color. The brand is recognized by up to 80% by color. The logo is not only an essential element of the interior design, but it is also one of the most important elements of corporate identity. And the logo is designed in order to facilitate identification of companies and identify the business in a symbolic form. Logos are signs of visual identity, such as different cultures and philosophies, so companies have symbols and connotations that express their identity. It also appears in the design of the company logo, where the logo was used and employed on the inner bottle doors and the company's walls, using the color scheme of the logo in different visual solutions that reflect the corporate identities and employ them in the interior design and represent their images. Part of the means of communicating with the audience is the development of design systems. Identity of the type of letters and writings: Typography achieves personal identity when using well-known phrases and sentences. These phrases may be motivational and help workers within the administrative spheres to work and produce as well as give a special spirit to the interior design of the space as it appears to the administrative space attached to the ceramic and sanitary ware exhibition. The design of the bond company that shows how to employ writings in the walls, interior partitions and floors, and the lighting units to give a distinct personality to the institution based on the visual identity of the brand

The color: We have formerly mentioned the significance of colour as an detail of visible identification, and we are able to deal with colour in indoors layout, that is one of the maximum essential factors affecting the overall environment of inner areas and is likewise one of the maximum essential factors that have an effect on the experience of institutional identification. Color is a powerful manner to expose the emblem's identification and emphasize it thru the inner layout. Any business enterprise can use colour to consciousness on its identification and distinguish it visually and practically. Color creates a selected photo of the identification of the business enterprise and allows to become aware of the emblem of the company. The impact of selecting a colour or institution ought to be studied. The colour scheme of the identification of the group is primarily based totally on its visible belief with the aid of using the customers, and consequently the colour allows to shape the intellectual photo of the establishments thru the indoors layout of the executive building, because it bureaucracy its wellknown ideology and the set of values and tradition of the company. Interior layout is the language of silent verbal exchange among the group and the general public and one of the maximum essential factors the colour. The colour withinside the indoors layout ought to be cautiously selected due to the meanings it symbolizes, the influencing energy it has on people and its impact at the mood, psychology of belief and the subconscious of the human being.

Lighting: Lighting has a tremendous effect at the inner layout of the executive spaces, that is decided in step with the photo of the company, its identification and the imaginative and prescient of the designer, and it enables to understand the inner surroundings of the gap in a special manner to acquire a special person of the place, and lighting fixtures represents one of the approach of communicate among the group and clients and plenty of forms of lighting fixtures had been used through the years Long in marketing and marketing media as a method of visible communicate for brands. Recently, lighting fixtures has been used and hired in numerous paperwork in trademarks and emblems due to technological progress. Various forms of lighting fixtures have regarded which have a primary position in growing approach of communicate further to using them withinside the inner layout to beautify the company's identification via an included fashionable concept as proven in Figure No. (2) is an instance of reaching the layout unit among the visible identification and the indoors layout factors of the executive office, because it changed into emphasised to apply special lighting fixtures in walls, ceilings, flooring and fixtures devices. A layout quantity changed into created withinside the area, stimulated with the aid of using the quantity 7, growing a unified layout sample for the indoors area as layout answers for fixtures devices and indoors partitions, and the lighting fixtures changed into fashioned to offer the identical layout person in a few fixtures devices. In addition to the position of lighting fixtures in emphasizing the shadeation identification in indoors layout via the layout of fixtures and lighting fixtures.

The purposeful factors withinside the administrative constructing via the visible identification: The multiplicity of purposeful factors in administrative homes with special roles stricken by the visible identification, and it seems honestly in a few locations from others relying at the characteristic of the gap and its position as an detail of communicate with the public, beginning from the entrance, the reception area, the executive offices, via the motion factors, the assembly rooms, and offerings right all the way down to the rooms. Technical gadget and the connected stores and garages of the constructing, and we are able to cope with a number of those factors via the interplay among them and the factors of visible identification.

1. The visible identification is one of the essential factors for the achievement of the indoors layout of administrative establishments, and thru it we are able to obtain an incorporated inner space.
2. Designing and using visible identification is a powerful and fundamental function for the achievement of administrative establishments. . The interplay among the distinctive layout fields results in a success and incorporated layout.
3. Choosing a visible identification suitable to the character of the executive vacuum calls for a complete consciousness of the concept and hobby of the group. The inner structure and the visible identification are related in phrases of non-compliance with spatial determinants and the opportunity of converting the traits of the space.

4. When doing indoors layout for administrative establishments, the take a look at of visible understanding contributed to the formation of the innovative creativeness of the photograph fashion dressmaker and the indoors fashion dressmaker.
5. The preference of substances withinside the indoors layout of administrative establishments is a primary component withinside the layout process, deliberating the functional, aesthetic and monetary aspects.
6. The layout factors withinside the indoors areas play essential and influential roles in confirming the visible identification of the executive group.
7. The visible identification impacts the success of a feel of belonging and attachment of people toward the group wherein they work.
8. Achieving the layout solidarity among the company identification of businesses and the inner layout in their administrative places of work will increase purchaser self assurance and complements the group's effect and intellectual photo with its clients

Conclusion

1. The indoors fashion dressmaker need to take note of linking the visible identification with the indoors layout, as it's far one of the fundamentals for the fulfillment of administrative establishments .
2. An institutional layout unit have to be created withinside the special inner areas withinside the administrative area.
3. The front and the reception area require the emergence of the visible identification of the organization consciously due to the fact it's far the primary detail of visible and bodily communicate among the organization and the public.
4. Color symbolism have to be utilized in indoors layout, relying at the identification of the organization.
5. The open plan view has a unique nature that wishes to create a visible correlation among its spatial spheres through using colors, lines, and additionally typography.
6. A thorough observe of the vision, desires and sports of the enterprise have to be finished and efficiently executed while designing the enterprise's visible identification and making use of it to all manner of visible communicate.
7. Motivating picture and inner designers to behavior complete research and analyzes of the observe. The nature of the organization is the need of the layout of the work. A hit indoors layout for administrative establishments have to exist, there have to be interplay and interconnection among the special layout fields to attain the layout this is filed.

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