
OFFICE BUILDINGS INTERIOR DESIGN THROUGH VISUAL IDENTITY

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Abstract

Choosing a visual identity appropriate to the nature of the administrative vacuum requires a full awareness of the idea and activity of the institution and the foundations and elements of integrated design to create a successful creative administrative environment, which is one of the most important factors that distinguish companies and various institutions to create an integrated mental image between the institutional identity and the internal void among the users of the vacuum and The study aimed at upgrading and design integration in administrative institutions of all kinds by studying visual knowledge and its role in forming the creative imagination of both the graphic designer and interior designer. Design is a space in which the different disciplines are integrated to create a unified creative visual identity based on a correct system by studying the importance of The compatibility between them Creation is an effective environment in which the aesthetic form and the functional aspect are merged. The method of linking the institutional identity, the visual identity and the interior design of administrative buildings has been studied through several models, which are a step that leads us to solve the design problems resulting from the loss of a unified philosophy in interior design between the different spheres within The administrative institution as well as the lack of interest of some institutions in designing an integrated corporate identity, which led to problems For multiple users of a void, one designer's role should not start from the end of the other. The study followed the descriptive and analytical approach and emphasized the importance of accessing the designer's intellectual capabilities and experiences to a design that achieves visual integration within the internal space with a unified identity, and the study ended with the most important findings and recommendations.

Keywords

Office Buildings, Interior Design, Visual Identity.

Introduction

Administrative buildings are among the most important types of buildings and the most widespread as they include all administrative services for many commercial, industrial, governmental, and even educational and technical sectors. Hence, administrative buildings gained their importance as they are the most used buildings after residential buildings by virtue of the length of time an individual spends in them. Building a visual identity appropriate to the nature of the administrative vacuum requires full awareness of the nature and activity of the institution to create a creative administrative environment, as having a distinct identity in dynamic markets full of visual and written advertising elements is one of the most important factors for the success of various companies and institutions, starting from designing a logo that reflects the nature of the institution and its activity, up to An integrated design that shows the visual identity of the institution in all visual publicity images, integrated with the internal design of the institution and the visual identity affects the interior design of the space, including its planning aspects, aesthetics, technical and technical aspects, and furniture units, all the way

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to all publications, correspondence papers and employee identification cards. . The design depends on the integration of the general thought in terms of the logo, colors, style of letters, general artistic character, the use of materials, lighting and functional furniture pieces, and the creation of an integrated institutional identity that shows the creativity of the designer and the integration and interdependence of disciplines.

Research Problem

The loss of a unified philosophy in interior design between the different spheres within the administrative institution, as well as the lack of interest in some institutions in designing an integrated corporate identity, which has led to multiple problems among the users of the space.

The Concept of Visual Identity

visual identity is a broad concept, as we find that the brand is primarily the name that embodies the visual identity and it is everything that would distinguish the products and services of an institution from other slogans, writings, colors, lines and everything that is seen with the eye and everything It is directed to the public in terms of strategies, what is circulated in terms of propaganda messages and phrases, what buildings are constructed, all that represents these facilities of employees, and all that the public receives in terms of language, voice and images, as a representation of the character of this mark with its values and philosophy, and the mental image entrenched in the audience The meaning of the visual identity of an institution is the general impression that is reflected internally and externally by adopting the organization's logo, brochures, promotional materials, newsletters and the website. The main goal of the guidelines for the use of visual identity is to confirm the presence of the organization and its official identity visually and continuously, integrated with the internal design of the space as it appears in the form of number () the model of one of the wings of the Firefox company, which shows integration in the design through analyzing the logo from colors and lines. In designing suspended ceilings, walls, and internal partitions, it is inspired by the company logo to clarify the integration between them and the walls through the color scheme and its effective distribution.

We conclude from this that the visual identity represents the visual image of the institutions in front of their customers, and it is the visual image representing the company that is everything related to the different visual applications of the institution

- **Visual Identity Secret**

A service whose primary goal is to provide and market a commercial or service product to support or establish certain values. If these entities need effective mechanisms to market and deliver these products to the target audience and their beneficiaries, and to introduce them to

them. From here began the concept of visual identity, which is the mark through which the company and the institution present to the public, the most important thing that represents the visual identity is the slogan through which the corporate identity is adopted, the logo can be represented by a symbol or an expressive drawing or a name or short letters that express the symbolism of a company Or an institution, and the success of the logo is measured by the extent of its relevance to the goals and vision of the institution, the ease of its impression on the mind of the recipient, its memorization and remembrance, and the ability to easily distinguish it from many other visual images. After completing the design of the logo and adopting its shape and colors, it is used as a distinctive sign in all means of institutional advertising, such as employee identification cards, correspondence papers, seals, envelopes, transport vehicles, etc., as well as all publications and advertisements, and the visual identity of the representative institution is approved according to its vision and goal. Distinguishing them from others.

- **The Development of the Interior Design of Administrative Building**

The methods and visions of the interior design of administrative spaces have differed during the past decades and developed remarkably so that modern technological technologies have emerged that have affected the interior design of administrative spaces through the design unit between internal architecture and corporate identity such as Microsoft, Facebook and Google, explaining the integration in design in a creative way with them, She blended the concepts of social communication and providing a creative environment in one place. And there are many administrative office designs in which an emphasis is placed on the merging of the functional side, the creative side, and innovation, representing his visual identity. Some of these models will be exposed through the study.

- **The Design Unit Between Interior Architecture and Visual Identity**

And as it was mentioned before that visual identity is one of the most basic aspects of administrative institutions. Establishing the design rules for the corporate identity is an important matter for it to become a commercial activity that has a unique personality and has the ability to attract clients. The design strategy of successful institutions depends on achieving integration between internal architecture and visual identity.

Building the identity according to the vision and goals of the institution: The internal design of the administrative spaces reflects the general thought of the companies' activity, goals and vision. Enterprise. Studies have also shown the relationship between workers in companies and institutions and the extent of originality and power of creative design as one of the factors

affecting the affiliation of workers in the place. The importance of the interaction between interior design and the identity of the place is due to the direct impact of them on workers inside those spaces, as these environmental vocabulary is reflected on the performance of individuals and on the psychological state of workers and job satisfaction rates and the role of visual identity in interior design appears through:

- **Improving awareness of the corporate identity of the company.**
- **Improvement on the customer to get to know the institution.**
- **Distinguish between competitors.**
- **High rates of employee satisfaction and affiliation.**
- **Increase your productivity.**
- **Clearly consolidating the values, visions, mission and goals of the institution.**

Here, the importance of integration and interdependence between the different disciplines appears as an effective internal environment characterized by a unified visual identity in terms of horizontal plan planning, internal space determinants, furniture units, logo, colors, lines, guiding signs ... etc, to create a unified identity in the interior design of the administrative institution.

Elements of visual identity:

1- Colors:

Color is the visual and symbolic image of meanings and messages. When it comes to designing a visual identity, it has an impact on the psychological and cognitive side of people, and from here the brand personality and its impact on the identity of the institution appears. The color has the ability to convey visual connotations, describe reality and clarify information. Therefore, designers resort to using the power of color to clarify and emphasize some information. The color helps to highlight and clarify the meanings, which contributes to the visual communication process. The importance of color and its connotations is not limited to the elements of corporate identity, but rather is one of the basics of interior design in terms of the nature of materials and lighting systems, and therefore color is considered one of the elements that affect and affect the surrounding environment.

2- Typography:

Design Writings and letters have an aesthetic and functional role that clearly affects the interior design of spaces through its role in design solutions for walls, floors and ceilings. It may be used in a functional and semantic manner to reflect some meanings besides its role in guidance and counseling systems.

Some motivational phrases, especially in architecture, by using them as a means of propaganda or a symbol of the identity of the institution, and we can not overlook its role in architecture and interior architecture.

In order for writing styles to be used effectively, careful research must be done to understand the nature of the place and location in which writings will be used as a means of communication with visitors. There are also many factors that must be taken into account, such as the size of the writings and their ratio with the nature of the space and the angle of view, the effect of light and shadow and the direction of the writings and its relationship with the movement path to lead the visitor from one point to another. "From here we touch upon the importance of studying the design of the corporate identity as one of the axes Major in building administrative institutions.

- **Corporate identity:**

The study and design of the corporate identity of companies is one of the most important axes in building administrative institutions, through the development of an integrated design plan. In order to design a brand that is determined according to the company's activity, vision and objectives, in order to develop the best suggestions and creative perceptions that will determine the path and roadmap of the institution to deal with time variables. Elements of the corporate identity (correspondence sheets, correspondence, logo, posters, etc.) appear as a distinctive sign to indicate the institution.

- **The relationship between corporate identity and visual identity:**

Corporate identity is defined as a term in the dictionary as the visual image of institutions, so the corporate identity and interior design fall under the umbrella of the visual identity, so it distinguishes the identity of the company and makes it different from other companies through the elements of visual identity such as images, symbols, drawings, colors, writings, and logo that appear in Correspondence papers, correspondence, envelopes and others. The corporate identity is integrated with its design, which gives a clear image and identity of these institutions that do not change, to make themselves familiar and to create a personality that distinguishes them from other institutions.

- **Importance of corporate identity:**

The concept of corporate identity is a distinctive personal feature that has a special character that distinguishes each institution from others and appears in different forms through business cards, letters, correspondence papers, correspondence, booklets, cards, papers, supplies, publications, publications, envelopes, plates, uniforms, vehicles, It is also employed in interior design in various forms, as it is an extension of the institution's culture and its strategy in

achieving the goal and vision of the institution. (2) In light of the speed and competition that the world is experiencing now, the consumer has countless options, and therefore companies need a strategy to establish a strong presence. A correct corporate identity helps achieve the business goal and its impact on an audience through

1- Building company personality:

The first impression of the company is the most influential, so every company needs to have a good image of the brand to create a place in the mind of the customer by obtaining a unique appearance and identity through all the elements of visual communication.

2- Trust and Belonging:

The harmonious design of the corporate identity in accordance with the objectives set for the institution supports and reflects the principles, culture and future goals of the companies. Therefore, the appearance of this is clear to the employees of the company, which makes them feel affiliated and gives them confidence in the organization. Companies may sometimes need to update their corporate identity if there is an ideological change in the target audience over time. And with the continuous development of societies. Therefore, the graphic designer and the interior designer work together to create a design that helps attract attention through the elements of identity and the interior design of the administrative building for companies. Investing in identity helps to develop confidence, a sense of value and a constant connection.

- Integration between visual identity and the design of internal administrative spaces:

The identity of each institution differs from the other, as each tries to reflect its philosophy to the public in a different way, as every organization is a unique entity of its kind, and its distinctive identity must emerge from the roots of the organization itself, its personality, and its strengths.

The most important and prominent factor of these concepts is the design and general character of the internal space, as it transforms the institutional identity into the third dimension and makes the corporate identity an influencing factor through. The tangible physical concept of its elements clearly and this concept is also referred to as “Interior Architecture Corporate Identity.” “The interior design of corporate architecture refers to everything related to the design of the interior space, and the choice of colors, furniture and its complements.” The interior design of the company is one of the most important factors. The corporate visual identity that is directly related to the corporate visual identity is influenced by the organization’s culture, corporate behavior, strategy, products, communications and design elements and represents an important element in the process of visual communication between

the public and the company an important element in the process of visual communication between the audience and the organization. The company with unity and integration between the design vocabulary that extends to all the elements of the interior design to appear in perfect harmony with the identity of the company in a different way, including 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 previously discussed the importance of color as an element of visual identity, and we will address color in interior design, which is one of the most important elements affecting the general atmosphere of internal spaces and is also one of the most important aspects that affect the sense of institutional identity. Color is an effective way to show the brand's identity and emphasize it through the internal design. Any organization can use color to focus on its identity and distinguish it visually and practically. Color creates a specific image of the identity of the organization and helps to identify the brand of the company. The effect of choosing a color or group must be studied. The color scheme of the identity of the institution is based on its visual perception by the customers, and therefore the color helps to form the mental image of the institutions through the interior design of the administrative building, as it forms its general ideology and the set of values and culture of the company. Interior design is the language of silent communication between the institution and the public and one of the most important elements the color. The color in the interior design must be carefully chosen because of the meanings it symbolizes, the influencing power it has on individuals and its effect on the mood, psychology of perception and the unconscious of the human being.

- **Lighting:**

Lighting has a great impact on the internal design of the administrative spaces, which is determined according to the image of the company, its identity and the vision of the designer, and it helps to perceive the internal environment of the space in a different way to achieve a distinctive character of the place, and lighting represents one of the means of communication between the institution and customers and many types of lighting have been used over time Long in advertising media as a means of visual communication for brands. Recently, lighting has been used and employed in various forms in logos and trademarks as a result of technological progress. Various types of lighting have appeared that have a major role in developing means of communication in addition to employing them in the internal design to enhance the company's identity through an integrated general thought as shown in Figure No. (2) is an example of achieving the design unit between the visual identity and the interior design elements of the administrative office, as it was emphasized to use different lighting in walls, ceilings, floors and furniture units. A design number was created in the space, inspired by the number 7, creating a unified design pattern for the interior space as design solutions for furniture units and interior partitions, and the lighting was formed to give the same design character in some furniture units. In addition to the role of lighting in emphasizing the color

identity in interior design through the design of furniture and lighting.

- **The functional elements in the administrative building through the visual identity:**

The multiplicity of functional elements in administrative buildings with different roles affected by the visual identity, and it appears clearly in some places from others depending on the function of the space and its role as an element of communication with the public, starting from the entrance, the reception space, the administrative offices, through the movement elements, the meeting rooms, and services down to the rooms. Technical equipment and the attached shops and garages of the building, and we will address some of these elements through the interaction between them and the elements of visual identity.

Results

- 1- The visual identity is one of the important elements for the success of the interior design of administrative institutions, and through it we can achieve an integrated internal space.
- 2- Designing and employing visual identity is an effective and major role for the success of administrative institutions. . The interaction between the different design fields leads to a successful and integrated design.
- 3- Choosing a visual identity appropriate to the nature of the administrative vacuum requires a full awareness of the idea and activity of the institution. The internal architecture and the visual identity are linked in terms of non-compliance with spatial determinants and the possibility of changing the characteristics of the space.
- 4- When doing interior design for administrative institutions, the study of visual knowledge contributed to the formation of the creative imagination of the graphic designer and the interior designer.
- 5- The choice of materials in the interior design of administrative institutions is a basic factor in the design process, taking into account the functional, aesthetic and economic aspects.
- 6- The design elements in the interior spaces play important and influential roles in confirming the visual identity of the administrative institution.
- 7- The visual identity affects the achievement of a sense of belonging and attachment of workers towards the institution in which they work.
- 8- Achieving the design unity between the corporate identity of companies and the internal design of their administrative offices increases customer confidence and enhances the institution's impact and mental image with its clients

Recommendations

- 1- The interior designer should pay attention to linking the visual identity with the interior design, as it is one of the basics for the success of administrative institutions .
- 2- An institutional design unit must be created in the different internal spaces in the administrative space.
- 3- The entrance and the reception space require the emergence of the visual identity of the institution consciously because it is the first element of visual and physical communication between the institution and the public.
- 4- Color symbolism must be used in interior design, depending on the identity of the institution.
- 5- The open plan view has a special nature that needs to create a visual correlation between its spatial spheres by employing colors, lines, and also typography.
- 6- A thorough study of the vision, goals and activities of the company must be done and effectively achieved when designing the company's visual identity and applying it to all means of visual communication.
- 7- Motivating graphic and internal designers to conduct comprehensive studies and analyzes of the study. The nature of the institution is the necessity of the design of the work. A successful interior design for administrative institutions must exist, there must be interaction and interconnection between the different design fields to reach the design that is filed.

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