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PROFESSIONAL EDUCATION

INTERNATIONAL  
COLLEGE OF  
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# Ideating Identity

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# Introduction

A visual identity is a mark that at once reminds you of a product, a company, an organization, an individual or a service. It is a graphical representation that may encapsulate reams and reams of written text that explain the area of operation, the philosophy, the functioning and the expanse of a company. To use a much flogged phrase, a picture that is worth a thousand words.

The symbol or visual representation of a corporate entity can be called by various terms by people from different areas. A corporate relations manager will speak of a corporate identity whereas a military man would identify with an insignia and an individual seeking a unique recognition mark may request for a monogram. Generally speaking, people are most familiar with either the term Symbol or Logo.

If we define a symbol as a visual image that is created to represent the idea of an organization, it is a symbolic yet simple form that expresses the organization in terms of its activity and philosophy. We can speak of a logo, an emblem, a sign, a masthead, a monogram. What they all have in common is that they represent and encapsulate the graphic form of an identity.

A logo is defined, in the simplest terms as any symbol is initially accompanied by the full name of the organisation. It is designed in a specific style to go well with the symbol. Like the symbol this cannot be changed. It has to maintain the same style. In most cases of application, the symbol and logo appear together. The symbol and the logo together form the identifier. Symbols can either be logo type or visual abstractions.

Sometimes the symbol is in the form of a logo type where the visual image is created by using the initial alphabets of the name of the organisation. The alphabets are put together in a way that besides merely reading them one is able to perceive them as a form as well. This form created with the help of letters of alphabet in turn helps to project the idea behind the organization. This is generally used to by organizations that want to be known by their initials.

## Rationale

First impression is important because you never get a chance to make a second impression. The logotype/ symbol are an indispensable investment in the organizations future and, like any investment it requires careful management to grow in value. It is very important for any organization to take maximum possible care in designing and managing their identity.

## Objective

- To promote strong understanding of identity process
- To provide a clarity in the difference between corporate identity, organizational identity & brand identity
- To provide a platform to address design issues related in building identity
- To give the participants a hands on experience of on what goes into designing of Visual Identity and taking it further for creating Identity and Brand Building

## Programme Contents

- Introduction to Ideating Identity and Branding.
- Elements of design, principles and methodology.
- Role of form, color and typography
- Process of Identifying the need/ problem statement
- Guidelines of Identity a case creation.
- Importance of culture and experience in identity creation
- Case Studies, Presentation and hands on experience of working on identified/ or selected individuals, products, sieves, organistaion.

## For Whom

This workshop would be of interest to,

- Professionals and Brand Managers responsible for developing high and quality communication design for industry
- Design Professionals and Design Managers
- Newspaper Designers and Visualizes
- Advertising Professionals
- Design Educators and students
- Media and Communication Specialists
- Public and private sector individuals responsible or interested in graphic design related work.

## Methodology

Presentation lectures, experience sharing and discussions with experienced faculty members will take place throughout the workshop. Visual presentations on case studies of success stories will also be presented. The workshop will also provide suitable hands on experience to create an identity.

## Anchor Faculty: Prof. Anil Sinha

Anil Sinha is a Principal Designer and Activity Chairperson of Industry Programmes and Projects (IP&P) department with a diploma in Applied Arts from Patna Fine Arts College and a Post-Diploma from MS University, Baroda, Diploma in Human Resource management from AMA and also a Diploma in marketing management from Nirma University, presently pursuing his PHD from Cept University, he joined NID in 1985. As a Graphic Designer, he is well known for his works done in the area of Logo, Symbol and Corporate Identity Design. He has designed over thirty to forty Symbols and Corporate Identities so far : Indian Institute of Management – Indore, Brahmos Missile, Defense Research and Development Corporation, Rural Iectrification, Corporation, Gujarat High Court, National Human Rights Commission, Produce of India to name a few. Anil was the

A visual abstraction is a symbol that projects the image of an organisation through a visual form. These forms are not illustrative representations but tend to be abstract and simple. The design solutions in such cases suggest the philosophy of an organization in abstract terms. Simple forms are used for better retention and recall value.

In case of a detailed corporate identity system, it is not enough to create a logo or a symbol. It is also essential to create a complete system through which the symbol is repeated in a consistent and systematic manner, for example on letterheads, glowsigns, product packages, corporate signage. A corporate identity programme thus helps to create a stronger image of an organization each time the image is expressed to its audience.

A design manual is made to give specifications facilitating consistent and quality production of all items that carry the logo and symbol. The main function of the manual is standardisation of style, size, colour and orientation of the symbol and the logo in the context of its use. Thus it helps reprint or reproduce the visual image, consistently and correctly for the organization at all times.

Certain symbols stay strongly entrenched in our mind and even as a multitude of visual images are bombarded into our brain, they hold their place, clear and concise and with instant recall. As a designer one can analyse, appreciate and assimilate the parts of a symbol that in graphic vocabulary convey the message of a corporate identity. But seldom, if ever, do you get to retrace and tread the creative path that the creator of a symbol, a logo, a masthead has taken to arrive at the final outcome.

As designers we need to connect and the users need to relate to the designs we create. An identity is a visual that is to be perceived and interpreted. It is an abstraction of the values and philosophy it represents. Visual identity is often referred to as the face of an individual, society, or corporation. The creation of the visual imagery and the iconology constitute a visual identity. In the five day workshop we will attempt to present the process of generating and representing the ideas for identity; Ideating Identity.

designer and the project head of the Coin Design Project for Govt. of India. He is the Chief Designer for ONGC-Oval brand creation and also for MRPL brand, Monorail, Bihar Tourism and also recently he has won the open symbol design competition for India Design.

Anil has presented a number of design-led papers in different national and international conferences and publications. As a thorough professional, he has a line of projects in hand ranging from Indian signage system, tourism promotion, corporate and brand identities for organizations of repute.

## **Duration**

The programme will be of one full day.

## **Intake**

Participation will be limited to a maximum of twenty five (on a first come first serve basis). Any and all in the creative field including designers, managers, design students, professionals benefit from this programme. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

## Fee & Registration

10,000/- [Non-residential, includes Workshop Registration fee, Lunch and one set of study material only, to be paid by Demand Draft/ Pay Order latest by 10 Days before the program in favour of **INTERNATIONAL COLLEGE OF FINANCIAL PLANNING**, payable at New Delhi.

Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:

### Project Officer

International College of Fashion (ICF)

3rd Floor, Gulab Bhawan,

6 Bahadur Shah Zafar Marg, Next to TOI Building,

ITO, New Delhi -110002

Telephone: 09711440008 / 09711440002

E-mail: [industryprogrammes@icf.edu.in](mailto:industryprogrammes@icf.edu.in)

### CERTIFICATION

A certificate of participation will be presented to the participants.



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# Ideating Identity

Paste self  
attested colour  
photograph  
here. Don't  
staple or pin.

Student ID \_\_\_\_\_

## REGISTRATION FORM

(To be submitted/mailed to International College of Fashion)

- Name: \_\_\_\_\_
- Date of Birth : \_\_\_/\_\_\_/\_\_\_
- Nationality: \_\_\_\_\_
- Correspondence address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Pin Code \_\_\_\_\_  
Email address: \_\_\_\_\_ Phone No. (R) \_\_\_\_\_ (M) \_\_\_\_\_

5. Annual family income \_\_\_\_\_

6. Educational Qualification:

Exam/Degree	Name of degree/diploma	Percentage(%)	College/Institute	Board/University	Yr. Of Passing
Secondary					
Sr. Secondary					
Bachelors					
Masters					
Professional					

7. Payment Details:

Amount: \_\_\_\_\_ (In Words) Rupees \_\_\_\_\_  
DD/Ch. No. \_\_\_\_\_ Dated \_\_\_\_\_  
Drawn no. \_\_\_\_\_ Branch: \_\_\_\_\_  
Cash/ Online. \_\_\_\_\_ Receipt No. \_\_\_\_\_

### Declaration

I hereby declare that the above information is complete and corrected and understand that any misrepresentation or missing information is sufficient grounds for rejecting my application. I understand and agree to abide by the withdrawal policy, copyright protection and other terms and conditions stated in the prospectus.

### Office use

Career guide \_\_\_\_\_ Comments \_\_\_\_\_

Full test  GD/PI  Admit card ID \_\_\_\_\_

Applicant Signature