VISUAL IDENTITY FOR APARTMENT HOUSING DESIGN

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Abstract: The study of visual identity of a building design aims at synthetically viewing both of architectural side and visual study side for the identity, on which the visual identity is rightly and conceptually established.

The visual identity contained in an apartment housing as a commodity brand shall be the identity applied in view of plane and solid dimension, and A.V.I shall be the identity that a code as a configurative language is combined with the band image.

Key Word: Visual identity, Band image, Apartment Housing

1. Introduction

As since the mid of 1990’s, housing supply rate reached almost saturation, resulting in unsold apartments due to insufficiency for user’s tastes, the housing market has been changed from supplier-driven market to customer-oriented one. Housing industry introduced apartment brands for approach as a product for sale and converted the development direction either. In the meanwhile, the visual identity which has become important as brand element of apartments grew rapidly into favor. The current situation, however, remains in plain dimension, that is to say, they only uses symbols, logotypes and etc. Therefore, the study of visual identity of an apartment housing design aims at synthetically viewing both of architectural design side and visual study side for the identity, on which the visual identity is rightly and conceptually established.

2. Visual Identity in Housing Design

The definition of ‘V.I.’ is called visual integration, which means that V.I. integrates individuality, visual distinctiveness and the identity for people to recognize it visually. V.I. is also an expression of a company’s intent and a images of housing development company. A company’s visual identity is consisted of basic system (symbol mark, logotype, color system), which shows the important components of a company, and application system (identity, sign system, promotion methods).

To construct V.I, comprehending the identity, establishing correlation among individuals and the social role of housing should be seriously considered. The application of Architectural V.I. for a apartment buildings require systematic classification of the physical and environmental components consisting of a building based on visual recognition to customers. Outdoor space should be classified based on the point of time according to resident passengers’ movement while the spatial components should be demonstrated. It could be seen that which element is first notified by residents among physical components of design elements is very important on selection for V.I. design development.

The visual characteristics of the brand concept of a apartment building design is not sufficient while it requires the identity in Architectural view containing brand characteristics, that is to say, the establishment and development of Architectural V.I. concept.
Case study to Apartment Building

<table>
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<th>Case analysis of brands</th>
<th>Brand concept</th>
<th>Brand case</th>
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<tr>
<td>Dongbu “Centreville”</td>
<td>Apartment with a distinctive view</td>
<td>Dangsan, Gileum, Ichon, Dongbu Centreville</td>
<td>Open windows of an apartment Shining sunshine, green mountain and peaceful and comfortable environment</td>
<td><img src="image1" alt="image" /></td>
<td>some parts of it reflect B.I image but are lack of unity</td>
</tr>
<tr>
<td>Lotte “Castle”</td>
<td>A place with beautiful and pure natural gardens and the state-of-the-art convenience</td>
<td>Jamwon Lotte “Castle”</td>
<td>‘Hotel-like apartment, castle as a theme</td>
<td><img src="image2" alt="image" /></td>
<td>faithful to the brand concept and the unified image</td>
</tr>
<tr>
<td>Doosan “We’ve”</td>
<td>An apartment for your special choice</td>
<td>Wolgoksan Doosan “We’ve”</td>
<td>‘Live’ ‘Love’ ‘Have’ ‘Save’ ‘Solve’ ‘Value’</td>
<td><img src="image3" alt="image" /></td>
<td>keeping the unified image as a whole but not sufficient to applying each component to the brand</td>
</tr>
<tr>
<td>Hyundai “I-Park”</td>
<td>“Innovation apartment”</td>
<td>Chang-dong the 4th Howon Hyundai</td>
<td>harmonizing the brand with customer-oriented cultural and environmental values, producing a distinguished brand from the existing apartments</td>
<td><img src="image4" alt="image" /></td>
<td>it is evaluated that somewhat separation among image, shapes and colors, which are shown in B.I concept and design concept, exist being lack of</td>
</tr>
<tr>
<td>Hyundai “Hometown”</td>
<td>A harmonized place living with the nature</td>
<td>Jangam,Munse</td>
<td>IT Apartment Safety Apartment, Environmentally friendly Apartment</td>
<td><img src="image5" alt="image" /></td>
<td>integrate B.I while the concept requires a configurative expression</td>
</tr>
<tr>
<td>Samsung “Raemian”</td>
<td>“Change Your Life!”</td>
<td>Jangan</td>
<td>‘Beautiful, comfortable’ and futuristic house</td>
<td><img src="image6" alt="image" /></td>
<td>Overall, it expresses the images of B.I, but lacks physical expression. It solely depends on one logo and one symbol when expressing B.I</td>
</tr>
<tr>
<td>Dearim “e-easy world”</td>
<td>“A click opens up the e-world in front of your eyes. More comfortable, more surprising world</td>
<td>Shindorim</td>
<td>“Cyber community”</td>
<td><img src="image7" alt="image" /></td>
<td>In the architectural of B.I, it heavily depends on logos and symbols, resulting a lack of physical motive.</td>
</tr>
</tbody>
</table>

3. Conclusion

The visual identity contained in a apartment housing as a commodity brand shall be the identity applied in view of plane and solid dimension. A.V.I should be the identity that a code as a configurative language is combined with the band image.

It’s namely the image of apartment housing, however design system should be flexible by the changes of the site and surrounding condition. This study has looked into the concept and structure of architectural visual identity through the theoretical considerations, analyses of former studies and case studies of the visual identity existing apartment housing. In order to apply A.V.I, the direction for further studies shall require the extraction of components of a apartment housing by residents’ recognizable and perception system on materialization, to apply the strategic guidelines to V.I. design shall be necessarily establish

4. Reference

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