UNIVERSITI PUTRA MALAYSIA

ENHANCING THE CORPORATE VISUAL IDENTITY OF UNIVERSITI PUTRA MALAYSIA

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By

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ENHANCING THE CORPORATE VISUAL IDENTITY OF UNIVERSITI PUTRA MALAYSIA

By

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July 2011

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Traditionally, Corporate Visual Identity have subscribed to the belief that it distinguishes an organization from its competitors by allowing its customers to understand, to differentiate and remember the organization. Developing a distinctive University Corporate Visual Identity is the way to be one of the most outstanding universities and to ensure the abilities and qualities of the university. Recent developments in Corporate Visual Identity have heightened the need for university in projecting implementation plan on the corporate identity guidelines in Malaysia universities. Few researchers have already drawn attention to the paradox in Corporate Visual Identity for universities in United Kingdom. The issue has grown in as importance in the light of recent university Corporate Visual Identity, however, far too little attention has been focused to the Corporate Visual Identity in Malaysia universities. Throughout this paper, the term CVI will be used to refer to Corporate Visual Identity. Research has consistently shown that Malaysia Universities may not have attained an adequate understanding of CVI. The objectives of this research are to determine the
significance of corporate identity design in Malaysia of higher learning institutions, to establish design criteria for effective university CVI in Malaysia, also, to improve current CVI for Universiti Putra Malaysia. This study explores the relationship between universities in Malaysia and its CVI based on a multi-method study including literature search, and questionnaires survey from selected universities in Peninsular Malaysia, interviews to the Public Relation Offices of selected universities and visual search from the internet were employed. The response of the questionnaire sample is assumed to represent the general public to compares the application, perceived the importance of visual preferences to support the consistency of university CVI. The respondents were selected from local universities in Peninsular Malaysia. This study is expected to produce standard CVI guidelines developed from the analysis results in local context. It will be used for improving and optimizing the existing CVI guidelines for universities in Malaysia based on local context. Accordingly, it contributes towards the potential recommendations of CVI guidelines for Universiti Putra Malaysia. Hence, CVI must be considered a useful tool in university to achieve positive image and effective branding. Data revealed criteria of the main elements in university CVI which were categorized as follow: corporate logo, stationeries, publications, livery design, signage, and website applications. In explaining the above, the above states are viewed in terms of a university CVI which reflects the Malaysia university CVI context. The results showed greater consistency in the University CVI of brand establishing, in accordance with the amount of effort these universities put into CVI management. It will also be helpful to professionals who deal with integrated communication.
ENHANCING THE CORPORATE VISUAL IDENTITY OF UNIVERSITI
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Oleh

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Secara tradisional, Visual Identiti Korporat dapat membezakan sesuatu pertumbuhan
daripada para pesaingnya. Ia juga membantu para pelanggan untuk lebih memahami
sesuatu organisasi, membezakan dan mengingati organisasi tersebut. Visual Identiti
Korporat yang khusus harus diperkembangkan demi menjadi salah satu universiti yang
berjaya juga dapat memastikan kemampuan dan kualiti universiti tersebut.
Perkembangan terkini dalam Visual Identiti Korporat telah meningkatkan keperluan
universiti dalam melaksanakan rancangan pada Visual Identiti Korporat garispanduan
universiti-universiti di Malaysia. Visual Identiti Korporat di universiti United Kingdom
telah mendapat perhatian daripada beberapa penyelidik. Masalah Visual Identiti
Korporat di universiti telah berkembang dengan drastik, walau bagaimanapun, perhatian
yang diberikan kepada Visual Identiti Korporat di universiti-universiti di Malaysia
adalah tidak mencukupi.
adalah merujuk kepada CVI university yang memaparkan CVI universiti di Malaysia.
Keputusan juga menunjukkan CVI universiti yang konsisten adalah bersamaan dengan usaha yang diberikan oleh pengurusan CVI di universiti. Keputusan yang didapati daripada penyelidikan ini bukan sahaja dapat membantu para profesional komunikasi yang berurusan dengan komunikasi integrasi, ia juga dapat meningkatkan konsistensi CVI di universiti-universiti di Malaysia.
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I certify that a Thesis Examination Committee has met on 15 July 2011 to conduct the final examination of Fu Chew Xiang on her thesis entitled “Enhancing The Corporate Visual Identity of Universiti Putra Malaysia” in accordance with the Universities and University College Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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DECLARATION

I declare that the thesis is my original work except for quotations and citation which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.

FU CHEW XIANG

Date: 15 July 2011
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABSTRACT</td>
<td>i</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>iii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>vi</td>
</tr>
<tr>
<td>APPROVAL</td>
<td>viii</td>
</tr>
<tr>
<td>DECLARATION</td>
<td>x</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xiv</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xv</td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td>xxi</td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td>xxii</td>
</tr>
</tbody>
</table>

## CHAPTER

### 1 INTRODUCTION

1.1 Research Subject                   1
1.2 Problem Statement                  3
1.3 Research Aims and Objectives       4
1.4 Significance of Research           5
1.5 Research Scope                     6
1.6 Structure of Thesis                8

### 2 LITERATURE REVIEW

2.1 Introduction                       11
2.2 The Significance of Corporate Identity in University 13
2.3 Corporate Identity
   2.3.1 Corporate Identity Design and Its Issues 17
   2.3.2 Corporate Visual Identity 21
   2.3.3 The Significance of Corporate Visual Identity 22
2.4 Contents on Corporate Visual Identity 23
   2.4.1 Corporate Name and Symbol 23
   2.4.2 Issues on Corporate Name and Symbol 24
   2.4.3 Typography, Corporate Color and Tagline 27
2.5 Corporate Image                    31
2.6 Corporate Brand                    33
   2.6.1 Branding                       36
   2.6.2 House brand                    37
2.7 Summary                            38
## 3 RESEARCH METHODOLOGY

3.1 Introduction 41
3.2 The Survey Design 43
   3.2.1 Quantitative Research Questions 44
   3.2.2 Why Survey Design? 45
3.3 The Population and Sample 45
   3.3.1 The population 46
   3.3.2 The Sampling Design 48
3.4 Instrumentation 49
   3.4.1 Pre-test 49
   3.4.2 Interviews 51
   3.4.3 Questionnaires 57
3.5 Survey Procedures 60
3.6 Time and Location 61
3.7 Data Analysis 63
3.8 Summary 64

## 4 RESULTS AND DISCUSSION

4.1 Questionnaire One 66
   4.1.1 Participants’ Background information 66
   4.1.2 The Significance of Corporate Visual Identity University Elements in Malaysia 70
4.2 Questionnaire Two 79
   4.2.1 Participants’ Background Information 80
   4.2.2 Preference for the criteria of university logo 84
   4.2.3 Preference for the criteria of printed stationeries 91
   4.2.4 Preference for the criteria of Publications 111
   4.2.5 Preference for the Criteria of Livery Design 137
   4.2.6 Preference for the Criteria of Applications 139
4.3 Summary 150

## 5 SUMMARY, CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH

5.1 Significant findings and the relationship with previous findings 152
   5.1.1 The importance of Corporate Visual Identity 153
   5.1.2 The Consistency of CVI 154
   5.1.3 The visibility of CVI and its corporate carriers 157
5.2 Implications for future Corporate Visual Identity and Recommendations for future research 158
5.3 Evaluation of the research methodology 167
REFERENCES 172
APPENDICES 178
BIODATA OF STUDENT 214
LIST OF PUBLICATIONS 215