



UNIVERSITI PUTRA MALAYSIA

***ENHANCING THE CORPORATE VISUAL IDENTITY
OF UNIVERSITI PUTRA MALAYSIA***

FU CHEW XIANG

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OF UNIVERSITI PUTRA MALAYSIA**



FU CHEW XIANG

MASTER OF SCIENCE

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**ENHANCING THE CORPORATE VISUAL IDENTITY OF UNIVERSITI PUTRA
MALAYSIA**

By
FU CHEW XIANG

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**ENHANCING THE CORPORATE VISUAL IDENTITY OF UNIVERSITI
PUTRA MALAYSIA**

By

FU CHEW XIANG

July 2011

Chair: Zulkifli B Muslim, PhD

Faculty: Faculty of Design and Architecture

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.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
Sebagai memenuhi keperluan untuk ijazah Master Sains

**ENHANCING THE CORPORATE VISUAL IDENTITY OF UNIVERSITI
PUTRA MALAYSIA**

Oleh

FU CHEW XIANG

Julai 2011

Pengerusi: Zulkifli B Muslim, PhD

Fakulti: Fakulti Rekabentuk dan Senibina

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 garis panduan 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.

Sepanjang tesis ini, istilah CVI akan digunakan untuk merujuk kepada Visual Identiti Korporat. Penelitian secara konsisten telah menunjukkan bahawa Malaysia mungkin belum mencapai pemahaman yang memadai tentang CVI. Oleh itu, tujuan penyelidikan ini adalah untuk menentukan signifikansi reka bentuk identiti korporat di institusi-institusi pengajian tinggi di Malaysia dan mengenal pasti serta menetapkan kriteria reka bentuk untuk CVI yang berkesan di universiti-universiti Malaysia. Selain itu, penyelidikan juga bertujuan untuk mengesyorkan CVI yang sesuai bagi universiti-universiti di Malaysia. Penyelidikan ini mengeksplorasi hubungan antara universiti-universiti Malaysia berdasarkan kaedah multi-kajian termasuk carian ilmiah, dan tinjauan soal selidik dari universiti yang terpilih di Semenanjung Malaysia. Wawancara dengan Pejabat Perhubungan Korporat dan pencarian visual dari internet juga dilaksanakan. Respon yang diperolehi dari tinjauan soal selidik diandaikan mewakili masyarakat umum bagi membandingkan penggunaan CVI dan kepentingannya dalam menyokong konsistensi CVI universiti-universiti di Malaysia. Responden yang terpilih dari universiti-universiti tempatan di Semenanjung Malaysia. Penyelidikan ini diharapkan dapat menghasilkan panduan CVI yang standard melalui kriteria yang diperolehi dari hasil analisa dari konteks tempatan. Manual Identiti Korporat ini juga akan digunakan bagi memperbaiki dan meningkatkan keberkesanan CVI untuk universiti-universiti di Malaysia berdasarkan konteks tempatan. Tambahan pula, ia juga memberikan sumbangan terhadap CVI di Universiti Putra Malaysia. Oleh itu, CVI harus dianggap sebagai sesuatu peralatan yang berguna di universiti untuk mencapai imej positif dan penjenamaan yang berkesan. Data memberikan kriteria utama CVI bagi Univerisiti di mana ia dikategorikan seperti yang berikut: logo korporat, peralatan tulis, publikasi, reka bentuk liveri, papan penanda dan aplikasi web. Bagi penerangan di atas, semua terma

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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APPROVAL SHEET

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.

Members of the Thesis Examination Committee were as follows:

Mustafa Kamal bin Mohd Shariff, PhD, LAr

Professor
Faculty of Design and Architecture
Universiti Putra Malaysia
(Chairman)

Rahinah binti Ibrahim, PhD

Professor
Faculty of Design and Architecture
Universiti Putra Malaysia
(Internal Examiner)

Ahmad Rizal bin Abd Rahman, PhD

Lecturer
Faculty of Design and Architecture
Universiti Putra Malaysia
(Internal Examiner)

Khairul Aidil Azlin Abd. Rahman, PhD

Associate Professor
Faculty of Applied and Creative Arts
Universiti Malaysia Sarawak
(External Examiner)

NORITAH OMAR, PhD

Associate Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 23 August 2011

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Master Science. The members of the Supervisory Committee were as follows:

Zulkifli B Muslim, PhD

Faculty of Design and Architecture
Universiti Putra Malaysia
(Chairman)

Shahrul Azman Shahbudin

Senior Lecturer
Faculty of Design and Architecture
Universiti Putra Malaysia
(member)



HASANAH MOHD GHAZALI, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia
Date:

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



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