

(CI)

1. CI

Identity

CI (Corporate Identity,)

- CI

- , CI

- , CI

CI

:

/ :

: Identity

가

, CI

2. CI

CI 3가

MI(mind identity):

BI(behavioral identity):

VI(visual identity):

MI(mind identity)

- Domain, Philosophy, Mission

BI(behavior identity)

-

VI(visual identity)

-

MI, BI, VI 가 , .

KT CI : (KT : 舊)

- KT : World Class Company
- (VI : Visual Identity) : ,
- (MI : Mind Identity) : 가
- (BI : Behavioral Identity) :

3. CI

, .

CI ,

가 , CI
가 .

,
, 가 .
(sender),
(receiver) , (像)

가 가
가 .

A : .

, ‘ , ’ ,

4. Brand Identity

_____ ?

(brand identity)

가

5. CIP(Corporate Identity Plan)

CIP(Corporate Identity Plan) 가 CI /

_____ MIP(Mind Identity Plan)

가

BIP(Behavior Identity Plan)

VIP(Visual Identity Plan)

(symbol mark), (logotype), (typiface), (signature),
(corporate color), (trade character)
VIP 가

6. CI

