SSUA INSTITUTIONAL IDENTITY GUIDE

WHAT IS INSTITUTIONAL IDENTITY?

The concept of institutional identity refers to a multi-dimensional image-making process, based on visual communication in particular. The aim of this process is to transmit to the target audience the historical, cultural and geographical identities of institutions alongside their missions and visions, products, services, and sectoral positions effectively with the least effort possible and in the shortest period of time.

In other words, Institutional Identity is the prospect of an institution that comprises the philosophy of the institution or organization, its identity construction in the eye of the public, its communication with the public as well as its stance and conduct. Institutional Identity has to bear the institutional values.

THE IMPORTANCE OF INSTITUTIONAL IDENTITY

- SSUA Institutional Identity is the public face of the institution.
- The key element of success is the position, character and image SSUA will have in the eye of the public. Thus, using SSUA Institutional Identity standards strategically creates trust within the target group.

WHY INSTITUTIONAL IDENTITY?

The factors behind the constitution of the image of SSUA are:

- to come up with goals for communication studies
- to inform the media
- to encourage making choices
- to direct the reputation building of SSUA
- to create a new institutional identity and culture for the employees
- to help create internal harmony, detect values among employees, and share information
- to influence the target populations
- to attract attention to the fact that the institution is renewed
- to use the competitive positioning strategy in SSUA Institutional Identity endeavors
- to use identity studies as the competitive positioning strategy

SSAU Institutional Identity Guide has been prepared as a manual for the institutional identity and it organizes the visual elements which comprise a noticeable part of our identity and sets rules for them. This guide is not a

document that has been completed; new designs, solutions and rules will be added to this document as they emerge. The guide you are reading is the first version dated 2016. All possible options regarding visual identity are thought to have been presented in this guide. In case the option you are looking for is not directly addressed in this guide, the answer to the "how to apply?" question could be found within the definition of other elements. A defined solution with set rules is to be of help in solving design needs that are not included in this guide. We recommend ~~to~~ that you contact the relevant administrative unit if you think the guide fails to find the solution you are looking for. At all platforms where an application would take place, one should establish strong visual bonds taking institutional principals into consideration; and all the rules given in this guide should be strictly followed. The primary rule is to use basic elements such as emblems or logos by taking them from a certain source. These elements should never be produced through personal initiative. All forms of usage can be found in the attached cd and on www.asbu.edu.tr. The templates for all materials and application examples in addition to the institutional fonts presented in this guide are in the attached cd and on www.asbu.edu.tr. The names, addresses, web addresses, phone numbers, so on and so forth used while creating the application examples have been used as examples only and none should be taken as a reference.