

가

Integrated Identity

2001. 09. 12.

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**NET@WORK**  
Integrated Identity System

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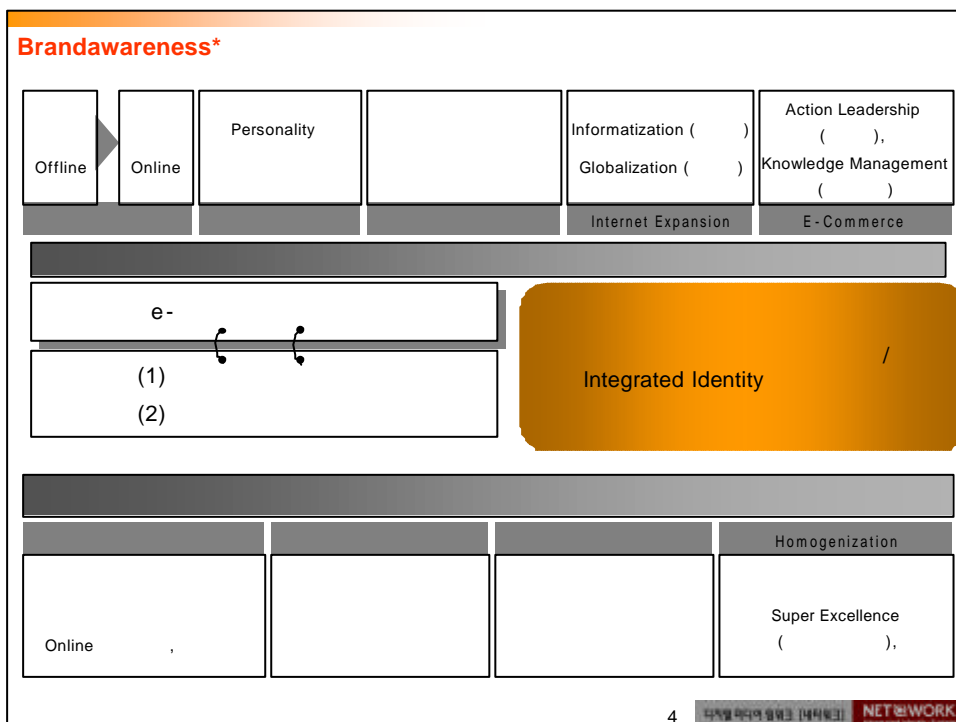
Application System

Integrated Identity

Design Trend*		
Convergence	가 ( , , 가 , ) , , , On-Offline,	Fusion, .
Wired	. (Network Contents)	, FAX, E- mail/ network(intranet), , estudio
Wireless	.(Bluetooth)	가 collaborate online on your projects (www.same- page.com) Project Room (www.designdb.com/community/)
Smart	가 (Smart Media)	db化 : DB, 3D , , clip art
Cyber	가 , (Enjoyment & Creative Life)	化 : PhysicalWorld -> CyberWorld , Product -> Soft Product
Hitouch	, , Twin , ,	Entertainment,
Hitech	化 CAD/CAM,CAID	Drawing tool - cad, Photoshop, illustrator Web tool - flash, dreamweaver, fireworks, ... 3D Modeling - max, Alias, NC, 3d scanning,
Interactive	Network, E- Biz., 1to1 , , , ,	. Context

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다목적 미디어 플랫폼 [네트워크]

NETWORK  
Integrated Identity System

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다목적 미디어 플랫폼 [네트워크]

NETWORK  
Integrated Identity System

# Identity & Personality\*

Real World

Cyber World

( \_ , \_ )

( \_ )

( ^ 0 ^ )

( # . TT )

( # . # )

( ^ - ^ ) v

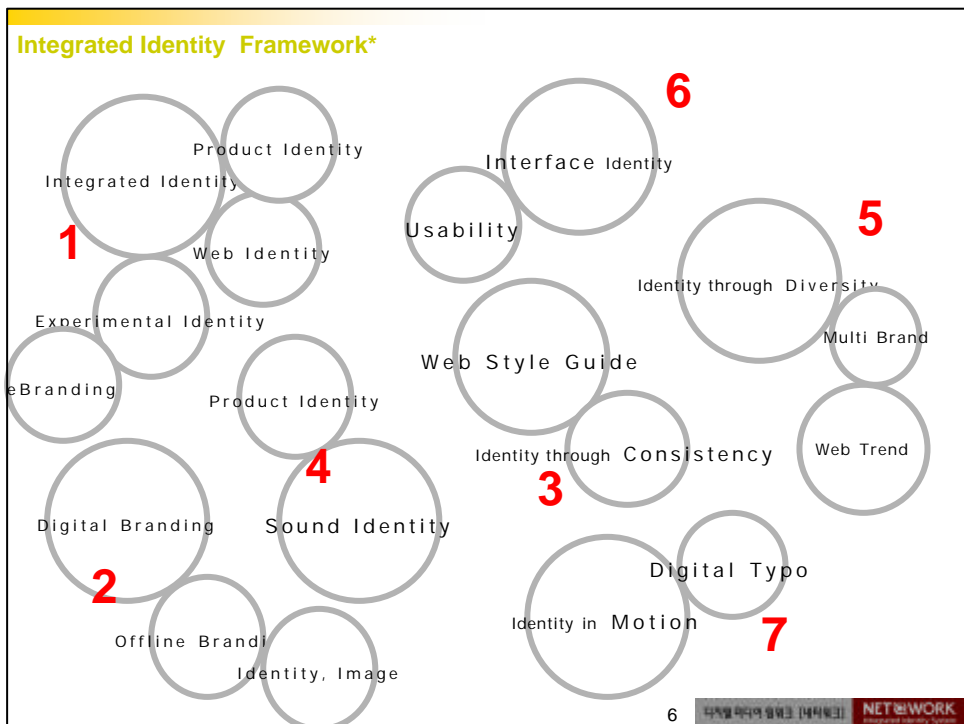
( ^ m ^ )

/( ^ 0 ^ ) /

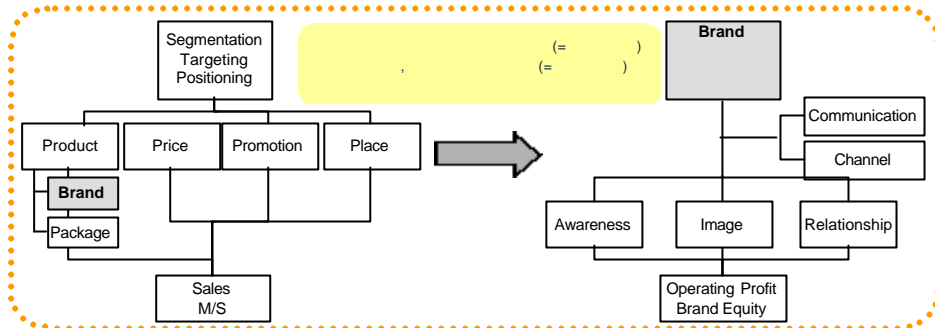
( \$ o \$ ) ! ~

다들 뭐 하러 왔어요 [네서 뭐]

NETeWORK



## Brand & 4P Strategy\*



### Changes of Marketing 4Ps

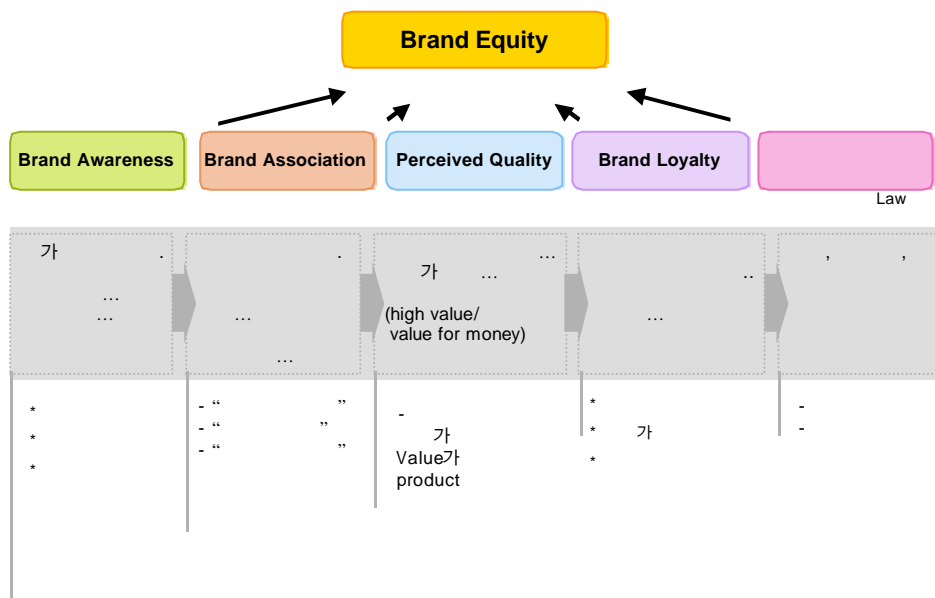
Promotion	One way	Interactive	Real Time Customer Reaction/Sensing
Product	Mass	Target. Customi.	Advent of Prosumer
Place	Real	Logical	Integration of On-Off line
Price	Unification	Differentiation	Mass-Customization

- Value Corporation

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다목적 멀티미디어 시스템 [네트워크] NETeWORK Integrated Identity System

## Brand Equity\*



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다목적 멀티미디어 시스템 [네트워크] NETeWORK Integrated Identity System

	Offline/ Traditional Brand	Online/ eBrand
communication		
Target		Netizen
	Product	Solution
	/	/
	TV,	Web / Experience
	VISUAL	
Intimacy	Publicity( , )	Privacy( )
		, User

CI - Visual

WI - Interface

Technology Based

Digital Based

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특정업체의 마케팅 실행과 [네트워크]

NETWORK

## Definition of Web Identity\*

### Purpose

/ ->

- 1.
2. , tool
3. ,
4. , e-commerce
- 5.


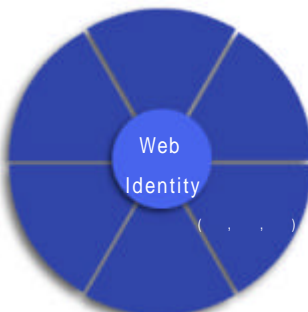
- ,

### Considerations

1. Identity ( Global navigation )
2. Cl ,
- 3.
- 4.
5. Information Architecture( , , , , Navigation )


  

1. Web Style Guide ( , )
2. Usability Test
3. Management
4. ( Consistency )- Visual, Design, Interaction
- 5.
6. - URL, Location
7. - Color, Grouping
8. 가 ( Visibility )
9. Compatibility

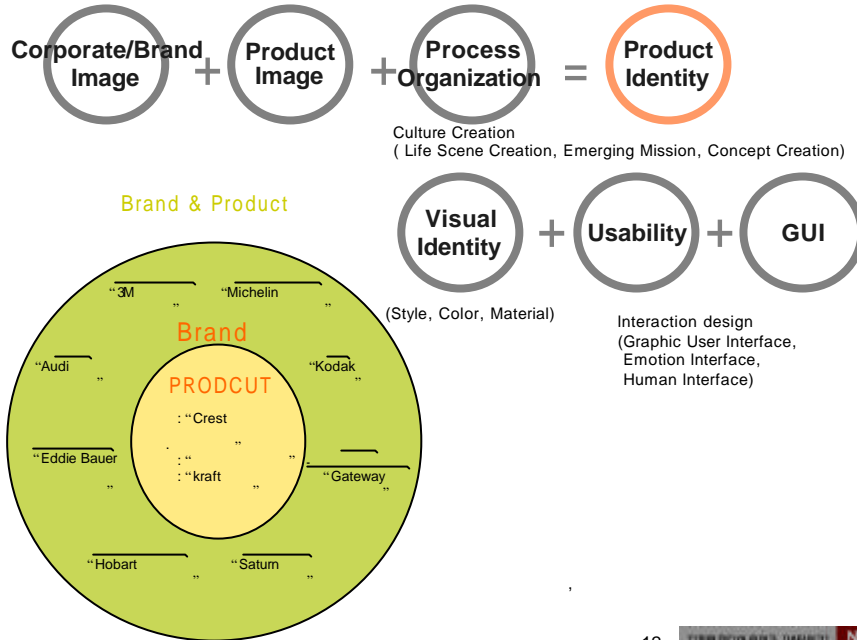


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각종 웹 사이트의 일원으로서 [네트워크]

 **NETWORK**  
Integrated Identity System

## CIPD Components



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다목적형 하위역량 워크숍 [네트워크] NETeWORK Integrated Identity System

## Visual Identity through Product

### BENZ



### SM5

Company Identity



Brand Identity



Product Identity



### Toyota

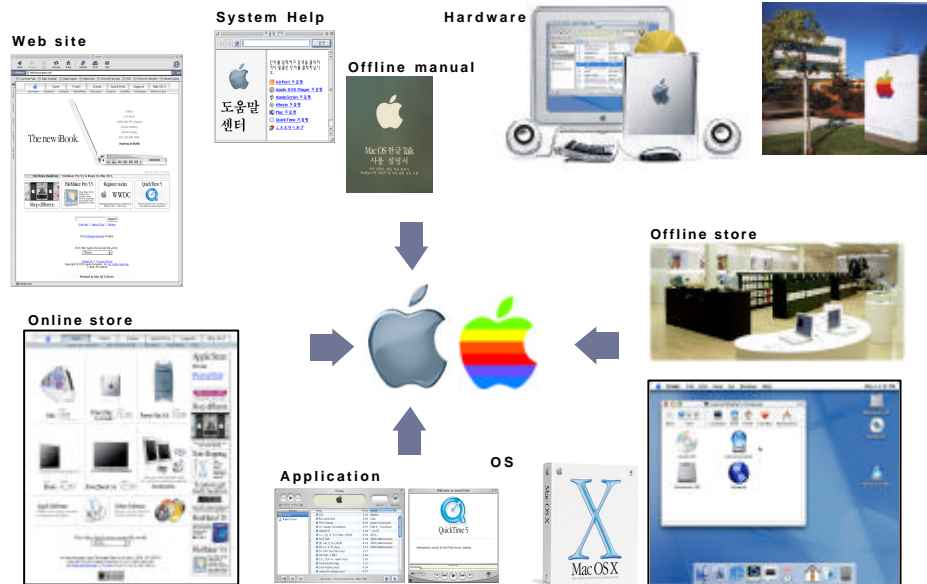


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다목적형 하위역량 워크숍 [네트워크] NETeWORK Integrated Identity System

## Approach- Apple\*

Think Different! ( , , , CI , )



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다케유키 하라와 윌리엄 [네치워크] NETeWORK Integrated identity system

## Digital Identity - Sony\*

\_\_\_\_\_ (offline)      [www.sonymystyle.com](http://www.sonymystyle.com) (online)      [www.sony.co.jp/en/SonyInfo/dream/](http://www.sony.co.jp/en/SonyInfo/dream/)

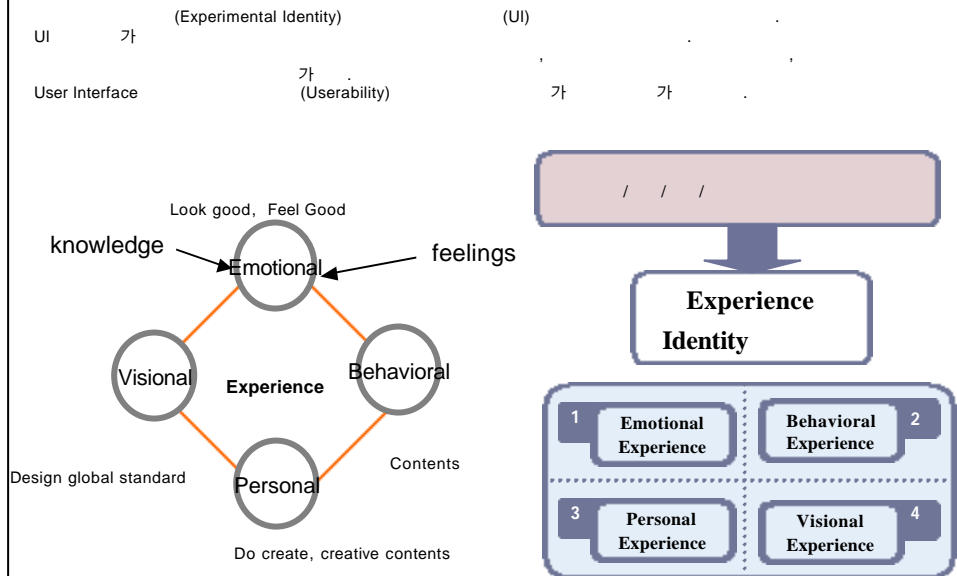
The collage represents Sony's digital identity across various channels:

- Offline:** A screenshot of the Sony Tower website and a 'my first Sony' advertisement featuring the 'It's a Sony' logo.
- Online:** Screenshots of the SonyStyle website and a Sony advertisement for 'INPUT TO CONNECTED IDENTITY'.
- Logos and Text:** The Sony logo, 'WALKMAN', 'Discman', and 'Handycam' brand names.

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다케유키 하라와 윌리엄 [네치워크] NETeWORK Integrated identity system

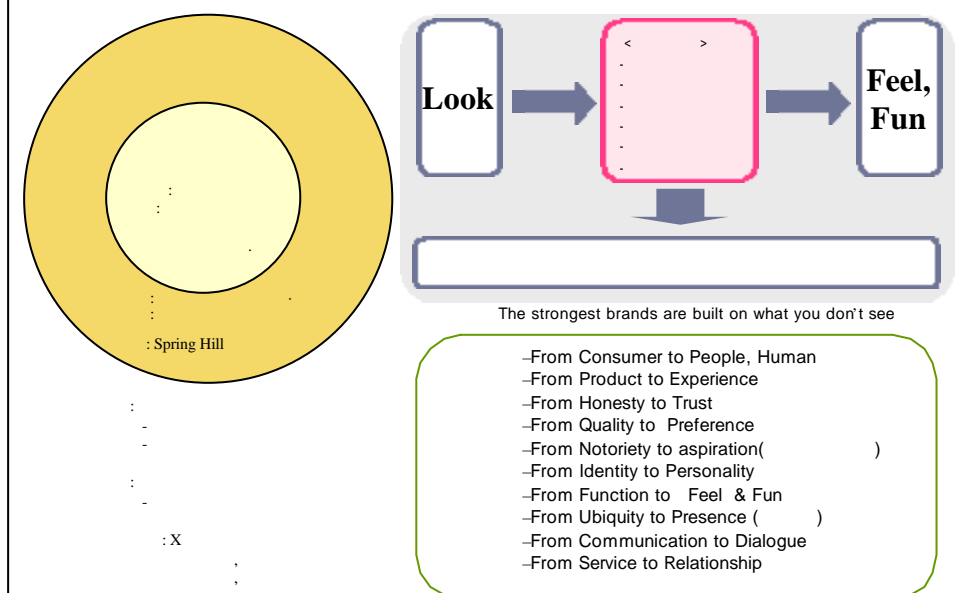
## Experimental Identity\*



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다목적형 하위역 시스템 [네트워크] NETeWORK Integrated Identity System

## Emotional Experience\*

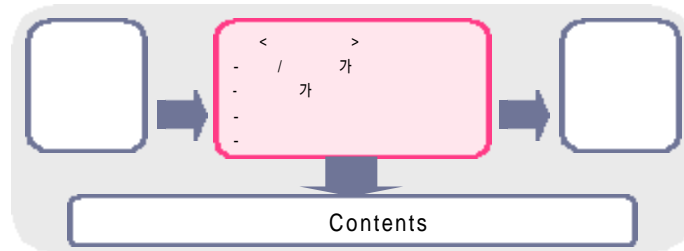


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다목적형 하위역 시스템 [네트워크] NETeWORK Integrated Identity System



## Behavior Experience\*



- 가
- ( , , ) → interaction, 가
- →



•3

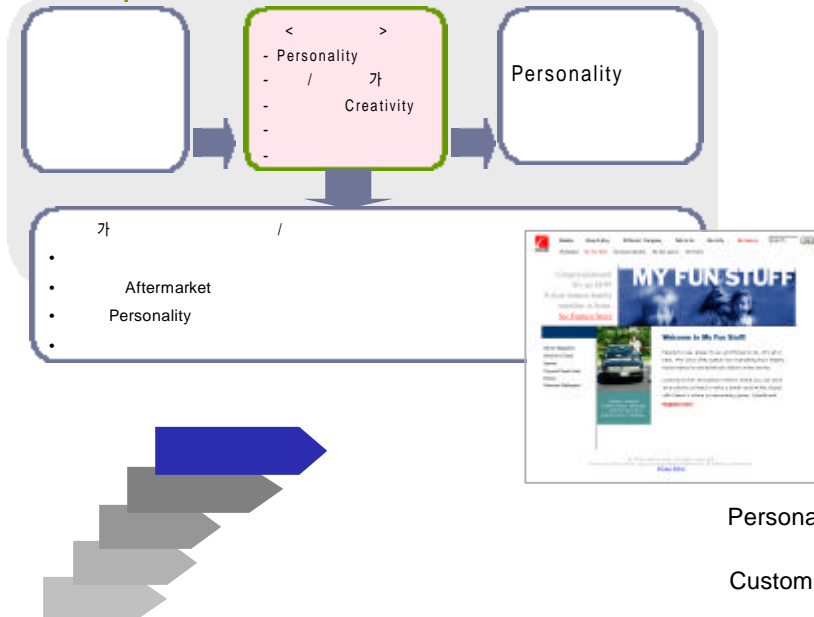
– VRML site, VRML, Web 3d,

3d Interface

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다목적 멀티미디어 플랫폼 [네트워크] NETeWORK Integrated Identity System

## Personal Experience\*

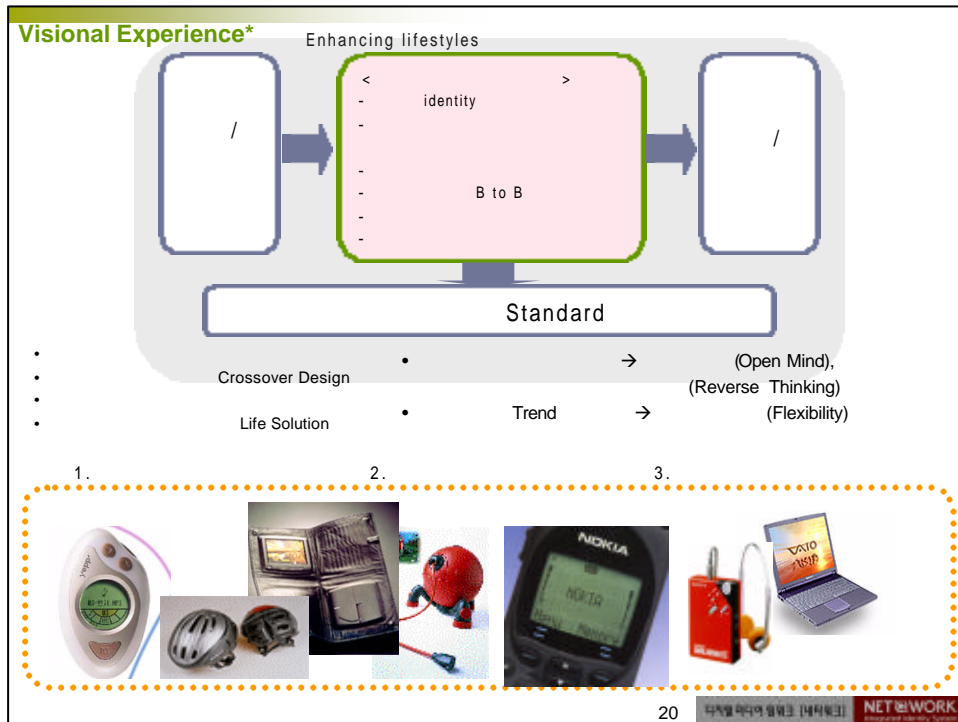


Personalization

Customization

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다목적 멀티미디어 플랫폼 [네트워크] NETeWORK Integrated Identity System



## Web Digital Font\*

- 1) Pixel | -72 dpi,300dpi, vector
- 2) Digital Font -Web
- 3)



- Flash Expression Technique
- Kinetic typo -moving typo dynamic+



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다들 알고 있는 웹디자인 [네트워크] NETeWORK

## Corporate Color\*

- (Corporate Color) : IBM
- =

- 가
- 가
- 가 4-5

- Web Color
- Digital Color



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다들 알고 있는 웹디자인 [네트워크] NETeWORK

## Corporate Naming\*

Differentiation

Relevance  
/

Memorability  
/

NET@WORK  
www.netawork.co.kr



Domain naming

- knic, gabia, whois
- Doman , Cyber

1.
  - 1) 가
  - 2) 가?
  - 3) 가?
2.
  - 가
  - 가?
  - 가

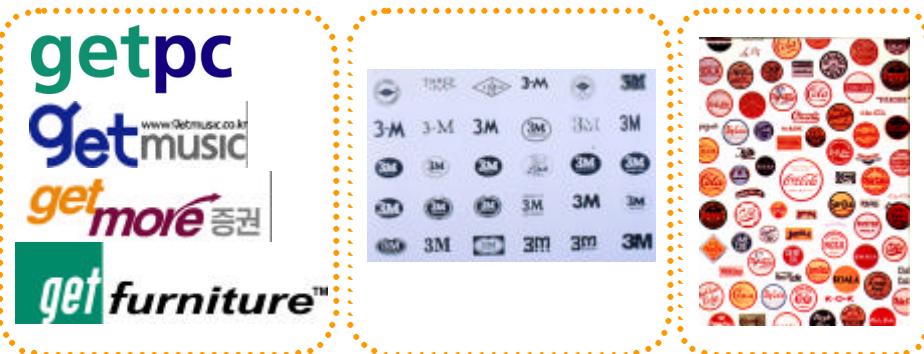


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다재물 하의와 원형은 [네트워크] NET@WORK Integrated Identity System

## Consistency vs Variety\*

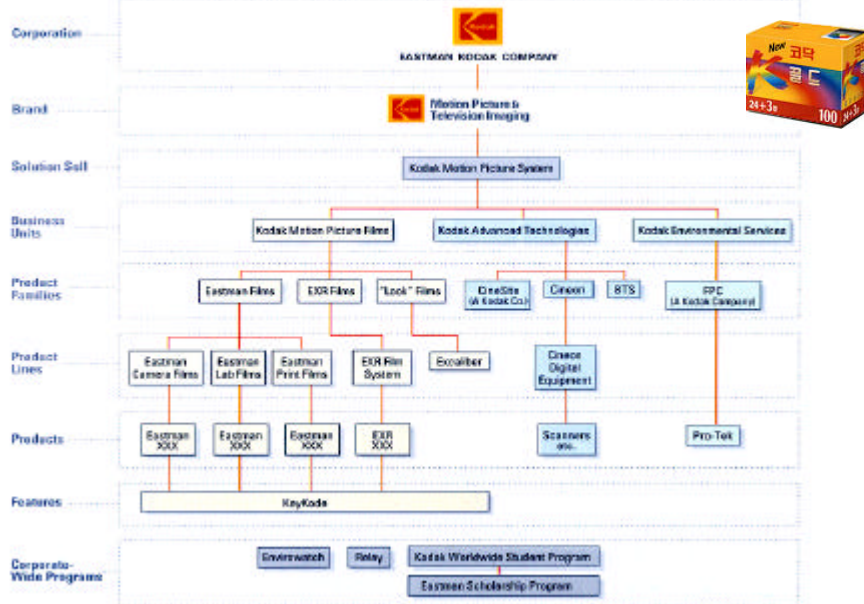
1.
  - Budweiser, Coca-cola, Marlboro,
2.
  -



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다재물 하의와 원형은 [네트워크] NET@WORK Integrated Identity System

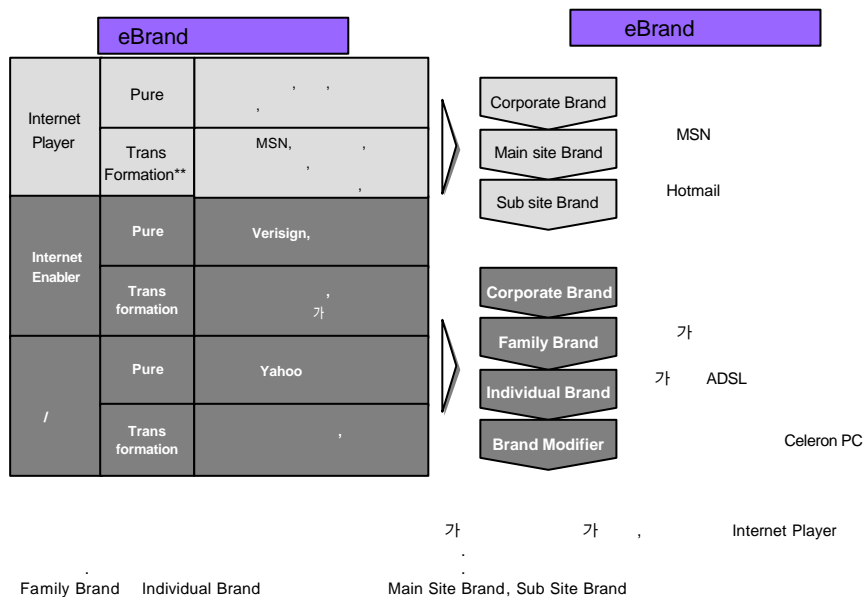
## Identity Hierarchy – Kodak\*



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다케유키 하라와 팀워크 [네트워크] NETWORK Integrated Identity System

## eBrand, Definition & Structure\*



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다케유키 하라와 팀워크 [네트워크] NETWORK Integrated Identity System

## Web Identity-Purpose & Style \*

Community site



### Mental model & User model

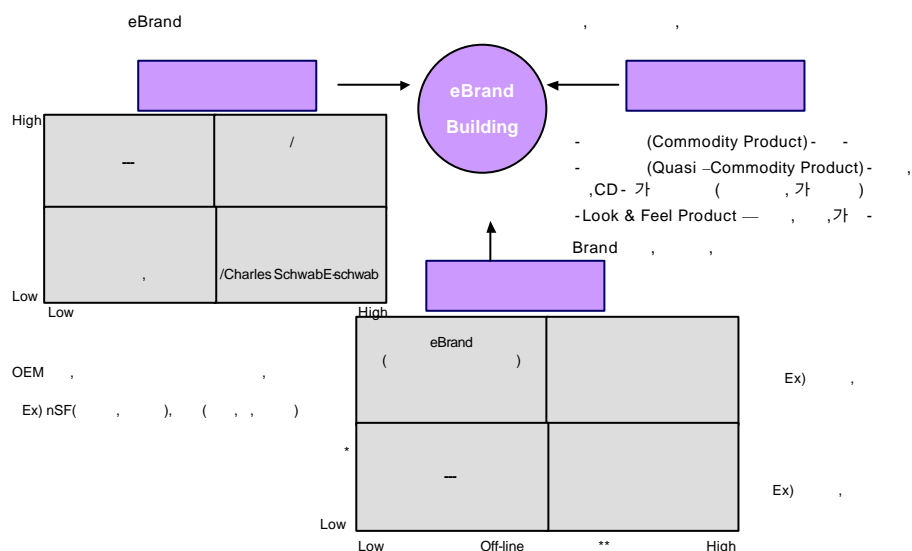
- Mental model – 가
- model – 가
- MS Office , Mac OS

Visitor's Purpose	Business Purpose
To purchase- air tickets, books, toys, CD	Selling - E-commerce to
To look at- Leisure, reflection, visual entertainment	obtain involvement
To live in – regular daily biz, transactional	reduce daily overhead costs
To communicate- group space	relationship, marketing, communication
To visit occasionally- bank balance, stock price	effective Financial services
To explore- information, education	sell information

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다목적 하위 영역 [네트워크] NETeWORK Integrated Identity System

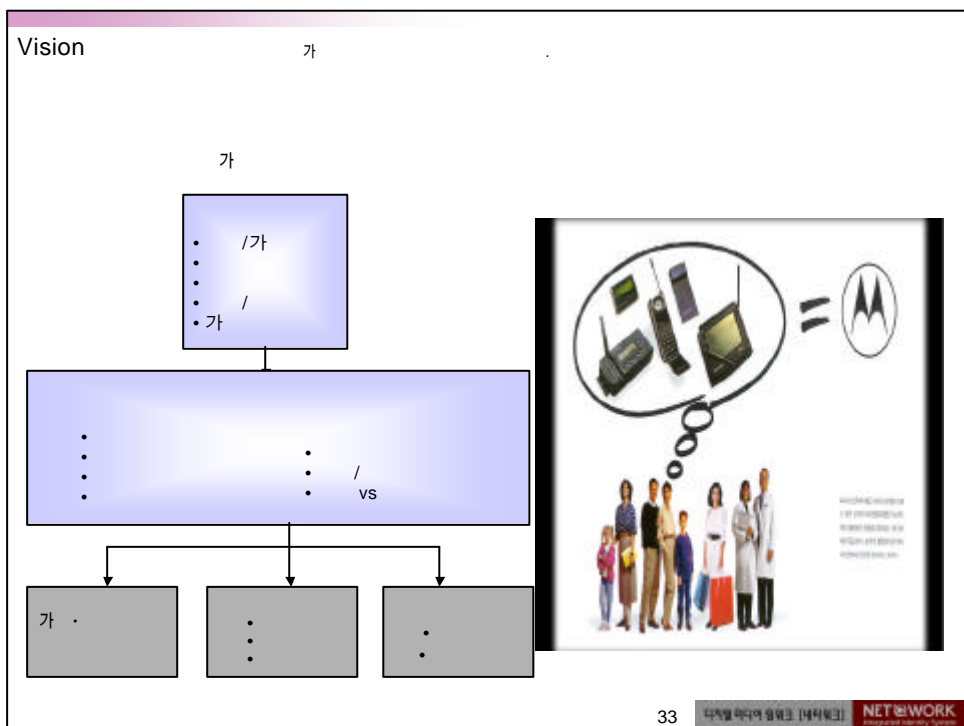
## Channel & Brand & Product Strategy\*



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다목적 하위 영역 [네트워크] NETeWORK Integrated Identity System

The diagram illustrates the WI Management System, which is divided into two main sections. The left section, labeled '4C', shows a cycle of four components: Concept, Contentware, CI, and Community. Arrows indicate a clockwise flow: Concept to Contentware, Contentware to Community, Community to CI, and CI back to Concept. The '4C' label is placed in the center of this cycle. To the left of the 'Concept' box, there are three yellow circles labeled 'Competitor', 'Company', and 'Customer'. The right section, labeled '4C' (implied by the context), shows four stacked boxes: Customization, Communication, Commerce, and Connection. Arrows point from the 'Community' box in the left section to each of these four boxes. Below the 'Customization' box, the text 'On/off Targeted marketing, DB, A/S' is visible. Below the 'Commerce' box, the text 'Concept' is visible. Below the 'Connection' box, the text 'M&A' is visible. At the bottom of the diagram, there are two purple boxes: 'I' and 'eBrand'. Arrows point from the 'I' box to the 'eBrand' box, and from the 'eBrand' box to the 'Community' box in the left section. Below the 'I' box, there are three small white boxes labeled 'I', 'I', and 'I'. Below the 'eBrand' box, there are three small white boxes labeled 'Awareness', 'Satisfaction', and 'Loyalty'. At the bottom right, there is a red box with the text 'NETeWORK' and 'www.neteurope.com'.

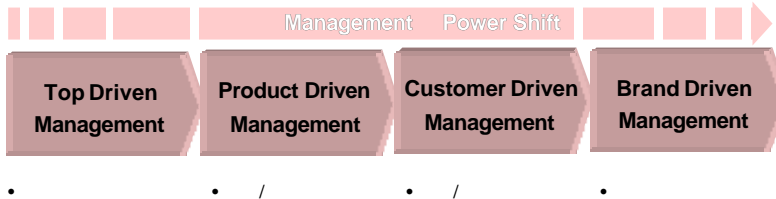


## Mission

Power Brand 가 Coca Cola Enjoy

product

web

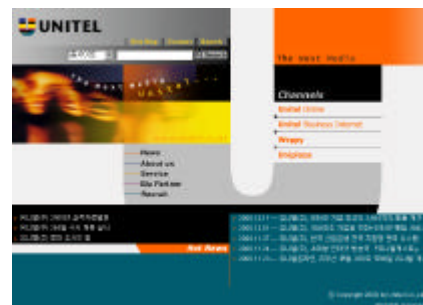
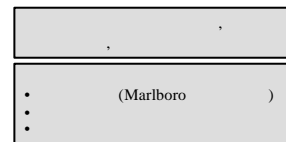


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다들 물어봐서 알려줘 [네트워크] NETeWORK Integrated identity system

## CI+ Main page\*

- Target , Target
- -
- - Cyber Company



AIDS

(Reebok : )

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다들 물어봐서 알려줘 [네트워크] NETeWORK Integrated identity system



## Program

,가

- 가, Value Added
- www. Yuhan-kimberley.co.kr + forestkorea.or.kr
- EX)



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다목적 미디어 활용론 [네트워크] NETeWORK Integrated identity system

## Event, Seasonal

### Hallmark



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다목적 미디어 활용론 [네트워크] NETeWORK Integrated identity system

The diagram illustrates the transition from a Product-Centric to a Customer-Centric marketing strategy. On the left, a green arrow labeled 'Product - Centric' points to a box labeled 'Mass marketing'. This box lists four bullet points: '가' (Price), 'Total Cost가' (Total Cost), 'A/S After Marketing' (After Marketing), and 'Relationship / Commitment'. In the center, a blue box labeled 'ROYAL' is positioned above a grey box containing the same four bullet points. To the right, a pink box labeled 'Customer - Centric Need' points to a green arrow labeled 'Target marketing'. This arrow points to a box labeled 'New Life Style', which is connected to a series of four dashed circles. The text 'Needs Oriented' is written in red below the central grey box.

# Metaphor & Storytelling\*

- Retro
- 가
- 가

•Story Telling Web site

•Metaphor –

- ,
- ,
- ,
- ,

• ex) book,

:

- : Energizer
- : All state
- : Marlboro Country
- : Macintosh “ ”

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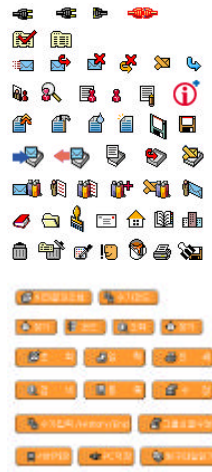
다독일 학과와 일하는 [네트워크] NET WORK

## Consistency\*

Illust



Icon



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다국적 미디어 플랫폼 [네트워크] NETeWORK Integrated identity system

## ColorScheme



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## Consistency

( )

posco

posco e biz



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다국적 사이트의 웹워크 [네트워크]

NETeWORK

## Multi Language support identity, Global Identity\*

가 가?

“ 가 ”

English  
: <meta http-equiv="Content - Type" content="text/html; charset=ISO-8859-1">

: -Photoshop5.5 6.0, - dreamweaver3

OS : Windows 98, Windows 2000 Server

: Arial, Helvetica,

Chinese

: <meta http-equiv="Content - Type" content="text/html; charset=gb2312">

: -NJ Star ( ), - Photoshop6.0,

dreamweaver3

OS : Windows 2000 Server

: Song, Simhei

Japanese

: <meta http-equiv="Content - Type" content="text/html; charset=Shift\_JIS">

: -NJ Star ( ), - Photoshop6.0,

dreamweaver3

OS : Windows 2000 Server

: Osaka, MS- Gothic



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다국적 사이트의 웹워크 [네트워크]

NETeWORK

가

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: PR@netawork.co.kr  
: Marketing@netawork.co.kr

[www.netawork.co.kr](http://www.netawork.co.kr)

**NET@WORK**  
Integrated Identity System

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5F Duksan Bldg. 724-42, Yeoksam-Dong, Kangnam-gu, Seoul, Korea  
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