

3.1.2 Integrated Aspects of Korean GI

When GI is applied, it is used for various purposes. In Table 1, we could not find any unified identity guidelines or tactile consistency for the CMF of the ground.


































Table 1. Analysis of integrated Korean GI – CMF of Ministry of Foreign Affairs.

	External signage	External Wall signage	Internal signage	Wall Graphic
Ministry of Foreign Affairs				

3.2 Situation of Overseas GI

G7, China and the Netherlands (a county that reorganized GI recently) were analyzed.

Table 2. Analysis of Overseas GI

Nation	Sectional aspects of GI					Integrated aspects
	Flag	Symbol	GI	Color	Types	CMF
U.S.A.				Green, Blue	Serif + San serif	
Germany				Red, Yellow	San serif	
U.K.				Various	San serif	
France				Blue, Red	Serif + San serif	
Canada				Red, White	San serif	
Italy				Various	Serif + San serif	
Japan				Various	Serif + San serif	
China				Red, Yellow	Sans serif	
Netherlands				Blue, Grey	Sans serif	

3.2.1 Sectional Aspects of Overseas GI

As shown in Table 3, the structure of GI can be categorized into 3 types. “Unified GI” can effectively deliver and enhance identity and make communication much easier.

Table 3. Structure of Sectional aspects of Overseas GI.

	Unified GI	Mixed GI	Individual GI
Country	Germany, Netherlands, Canada, China	U.S.A, U.K, France	Italy, Japan, (Korea)
Characteristics	Use the same and unified symbols and logos	Generally partial and unified look	Individual, departmental

Figure 4 indicates that overseas GIs actively use each country’s national symbol to construct national image. 90% of these GIs used colors from their national flags.

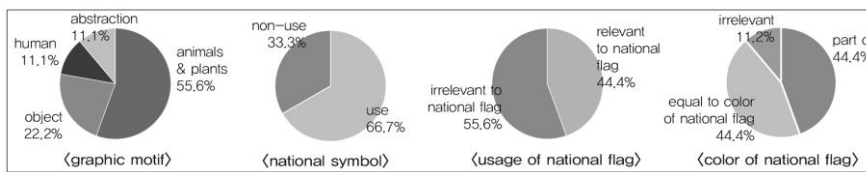


Fig. 4. Analysis of sectional aspects of Overseas GI

3.2.2 Integrated Aspects of Overseas GI

The integrated perspective, which recognizes figure and ground as a whole, was used for analysis, and the Netherlands had the most well organized CMF and GI background out of 9 countries. Its GIs were reorganized to use an “integrated GI”, and the systematic GI was applied to all media and channels that citizens were exposed to.

Table 4. Analysis of integrated aspects of overseas GI.

	Netherlands GI (Signage, Banner, Stationary, Transportations etc.)
Integrated aspect of CMF	

4 Experiments: Results of Research

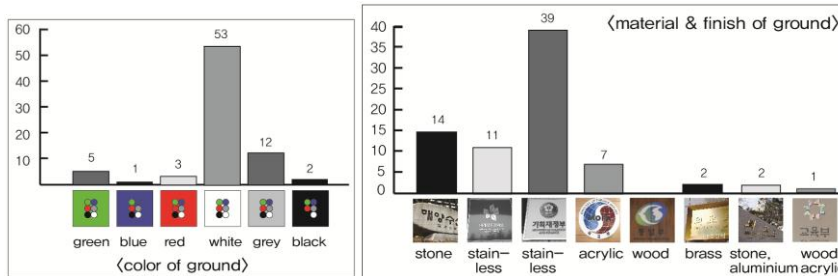


Fig. 5. Color of ground

Fig. 6. Material and Finish of ground

Based on the Gestalt theory, there are reasons that indicate the Netherlands' GI is effective. First, the figure, a blue rectangular, is located at the top center of the ground in Table 4. This corresponds to Gestalt visual thinking theory, which states that the figure is highly recognizable when its location has a symmetric relationship with the location of the ground [5]. Second, white was the ground color that had the best figure readability (70%, Figure 5). Third, when stainless steel was colored in white and with a glossy touch, the legibility of the image was improved (51%, Figure 6). Therefore, the Netherlands' GI was effectively recognized in terms of integrated perspective.

5 Conclusions

This study's aim was to examine the possibilities of an integrated approach in order to enhance visual identity and communication features of Korean GI by expanding vision-focused methodology frequently used in design development.

Table 5. Future directions of Korean GI

Sectional aspects of GI	Structure	Unified GI
	Motif	Use national symbols such as Taegeukgi or Mugunghwa
	Color	Colors related to Taegeukgi (Korean national flag)
	Typeface	Sans-serif typefaces that guarantee readability and legibility
Integrated aspects	CMF of ground	Propose unified guideline/achromatic colors (white, gray, etc.), Enhance identity by using unified colors, material and finish

As a result, in terms of sectional aspects, unified GI structure and a consistent visual system was required. Also, when GI was applied in an actual field, visual identity was not clarified because the identity guidelines for the ground were absent.

This demonstrates that a department that fills the long-term role of managing and unifying GI in 17 governmental departments is required. A system in which people in charge of persistent GI management can be educated is also required. In terms of an economic perspective, the Netherlands saved 6 billion won annually ever since they integrated GI [6]. Korea can expect positive effects of an integrated GI on the government budget.

This research is significant in that it proposes an integrated GI design methodology, including CMF, based on the figure and ground logic of Gestalt visual thinking theory for effective communication of GI.

References

1. Arnheim, R.: Visual Thinking. pp. 74, Ewha Womans University. Seoul (2004)
2. Arnheim, R.: Visual Thinking. pp. 74, Ewha Womans University. Seoul (2004)
3. Kim, K.H.: Gestalt Psychology. pp.85. Hakjisa, Seoul (2000)
4. Korean Government Identity, <http://www.kcdf.kr>
5. Kim, K.H.: Gestalt Psychology. pp.89. Hakjisa, Seoul (2000)
6. Netherlands GI, http://www.design.co.kr/section/news_detail.html?info_id=47724