



SCHOOL OF CREATIVE MEDIA AT **LTUC**

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Corporate Identity

TASK 1

DMD318

what does corporate identity mean?

The identity of the company or the company's image is the way the company provides itself to the public, such as customers, investors, and employees. The identity of the company is a fundamental objective of the company's communications, and this is in order to maintain identity and build it and to comply with the objectives of commercial companies and facilitate them, Institutional identity is usually designed using brand and brand use, but can also include things like product design, advertising, public relations, and so on. In general, this refers to the company's title, logo, and logogram, as well as to the supporting devices that are generally grouped into a set of company guidelines. These guidelines govern how the identity is applied and typically include supported color palettes, print characters, and page and font formats.

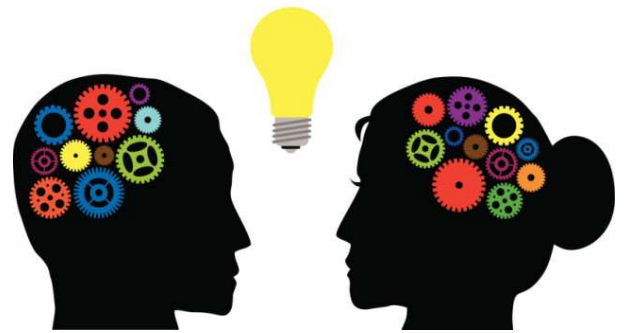


Now we will talk about:



What does the gender mean?

It is a case involving individuals, whether male or female, and is usually used with reference to social and cultural differences rather than biological differences.



What does the nationality mean?

It is a state of belonging to a particular State, which is also an ethnic group that forms part of one or more political States.



What does the culture mean?

Is generally a reflection of the arts and other manifestations of human intellectual attainment, which is considered a community, and is also a set of ideas, customs and social behavior of a particular people or community.





Barclays Bank is a global provider of global banking services in Europe, the United States, Latin America, Australia, the Middle East, Africa and Asia. It is a holding company in London, New York and Tokyo. Barclays was also the English Premier League sponsor. Barclays is the 18th largest institution in the world following Forbes Global 2000 2000 and No. 4 in terms of providing global financial services to Tier One Capital and the third largest bank in the UK. Headquarter is One Charles Plus in Canary Wharf, London, London, moving from London's Lombard Street in 2005. Barclays's assets date back to 1690 in London and the name Barclays from Alexander and David Barclay.

Barclays Logos.



1981



1999



2004

Barclays with gender.

Barclays is interested in involving women and men throughout the organization and thus works to attract, develop and retain women at all levels. The main theme of the agenda on various aspects of social diversity is the participation of women and men throughout the Organization and its annexes in order to attract, develop and retain women at all levels. Research has shown that leadership teams with greater diversity, especially gender, develop and offer better solutions and encourage a more open and collaborative environment. Barclays is committed to making this a reality throughout the organization. Programs, seminars, conferences and initiatives such as World Women's Day, the World Barclays Women's Leadership Conference and care and guidance initiatives are being offered, supporting their ability to support the great achievements of talented women through our work. Barclays Bank provides positive change and inspires work on sexual diversity. This is reflected in the external recognition we have recently received. For the third consecutive year, Barclays Bank was one of more than 100 global organizations listed in the Bloomberg Gender Equality Index, reflecting the best statistics and policies in its class. We were recently named The Times Top 50 Employers for Women for the eighth consecutive year.

Barclays with nationality.

Citizenship can take many different forms - by supporting entrepreneurs to help young people develop their skills and abilities in employment. The annual Barclays Awards recognize citizens as colleagues who make this difference and create opportunities for effective development and development. We received more than 60% nominations for the Citizenship Awards in 2018, through celebrations of the wide and excellent citizenship of our employees and contributions, and not only our clients, but also helping to find ways to push the environmental and social economy to prosperity in many areas.

Barclays is a company built on our people and we are proud of the extraordinary contributions that our extraordinary people make to revive our aspirations for citizenship.

Barclays with culture.

The culture at Barclays has changed and confidence in the bank has been restored through the Transform program. This was after Net one Jenkins created a large store to change the culture. The focus of promotional videos and presentations on relationships, integrity, supervision, service, trust and emotional relationships is the sustainability of lending. Every Barclays employee is trained on Barclays values and behavior. But many bank executives, especially investment bankers, have joined the industry to become rich. Bankers in the city go to work for wealth. The smart graduates get their first job on a milk tour at institutions like Barclays, not to change the world, but to turn their empty bank accounts into fat accounts. We have noticed that the bonuses of senior managers and investment bankers at Barclays have not been restrained. Make sure that employees in the branches are also registered. The deeper question here is whether any program to change the great culture can work in real life. This means every change that happens to its culture changes a lot of things to the stewardess in the changes.

BOSS

HUGO BOSS

Hugo Boss AG has come a long way from a small workshop to an international fashion group. The lifestyle company is based in Metzingen, Germany. It currently employs over 13,700 workers.

Hugo Boss Logo Meaning and history



The history of Hugo Boss AG started in 1924. Initially it manufactured uniforms for Nazi Party before and during World War II. After the founder of the company, Hugo Boss, passed away in 1948, it switched to manufacturing men's suits. In 1985 Hugo Boss launched a fragrance line, which proved to be rather successful. The same year the German fashion house went public.

Two strong brands



Brand values

Masculinity/Femininity
Sexiness
Success
Style
Precision

BOSS dresses the drive.

Shared values

Innovation
Premium quality and perfect fit
Sustainability
Trustworthiness
Authenticity

Brand values

Globally engaged
Always curious
Authentically expressive

HUGO is the platform of self-expression.

What products bear Hugo Boss symbol?

Basically, the company has 2 core brands, BOSS and HUGO. The BOSS range has three subdivisions, so eventually, there are 4 separate and distinctively positioned product lines with different target audiences:



BOSS is comprised of clothes for men launched in 1970 and women launched in 2000. It includes the BOSS Black line dedicated to business wear.



BOSS Orange consists of hip, creative casualwear for both men and women. In 2010 the BOSS Orange line was rebranded as denim based casual clothes.



BOSS Green originally called Boss Sport was created for men and women leading an active lifestyle. The line focuses on performance sportswear.

HUGO was created for those who prefer unconventional accents and original styles. The line includes clothes for men since 1993 and women since the end of the 1990s.

Hugo Boss emblem



Unlike many other fashion logos, the Hugo Boss emblem consists of nothing but the name of the company. An absolutely minimalistic typographical treatment looks elegant and refined.

Colors of the Hugo Boss Logo

HUGO
H U G O B O S S

The company's designers opted for the black-and-white color scheme. Laconic and pure, it symbolizes elegance and excellence.

Font of the Hugo Boss Logo

H U G O B O S S

Reference Page.

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