THE EFFECT OF CORPORATE IDENTITY ON INTERIOR DESIGN; FOOD & BEVERAGE APPLICATION EXAMPLE

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ABSTRACT

This study covers the formation of the corporate identity of the Antakya Köfte food business, which is located on the ground floor of the Forum Campus business center in the Bosna Hersek neighborhood of the Selçuklu district in the Konya province. The study also covers the design and application processes for the interior spaces, including the industrial kitchen, product storage, product preparation, product service, and customer seating areas. Two types of material were used within the scope of the study. The first type is publications containing theoretical and visual information, such as theses, lecture notes, and printed publications on architecture and interior design, as well as internet resources. Information from these sourceswas scanned and analyzed from general to specific. The second type comprises the authors' analysis of the study's application area, which was conducted through on-site identification stages, interviews with business managers, and the requirements of the industrial kitchen, product storage, product preparation, product service, and customer seating areas.Existing interior photographs regarding the study area were also examined. The study's method was observation and identification. The interior design and implementation phases in the existing area were explained as a result of the research and observations using the aforementioned publications, thesis studies, lecture notes, architectural and interior design publications, and internet resources,. Semi-structured interviews with business employees revealed that corporate identity is an important factor for businesses. Reflection this in interior spaces increases employees' sense of brand loyalty and has a positive effect on competitive conditions.

Keywords: Corporate Identity, Eating and Drinking Places, Interior Design, Interior Architecture, Application Project.

INTRODUCTION

Corporate identity is an important element that expresses the raison d'être, values and goals of an organization. This identity forms the basis of the image that the business presents to the outside world, shaping brand perception. Interior design, on the other hand, is the process of arranging and aesthetically structuring the physical space of an organization. These two concepts are deeply related to each other, and the interaction of interior design with corporate identity directly affects the experiences of both employees and customers.

Corporate identity is the most important tool that allows organizations to express themselves in a unique and distinctive way. In order to differentiate themselves from their competitors and make a lasting impression in the minds of their stakeholders, organizations carefully consider how they want to be perceived while staying true to the theme of corporate identity. To this end, institutions protect and develop their corporate identities to raise awareness and distinguish themselves from their competitors.

When we examine the historical background of corporate identity, we see that the efforts of countries to create identity and differentiate are not made consciously. Corporate identity; It is aware of the fact that it is an indicator of differentiation, separation and belonging, and if it is constructed correctly, it can have a positive impact on serve the area in which it is used. However it can cause misunderstandings and confusion when used unconsciously and without consideration (Olins, 1990).

Corporate identity is an important element that reflects the values, mission, and vision of an organization. As a physical reflection of this identity, interior design has significantly affects on both employees and customers.

Although the concept of corporate identity is often considered to be new, in fact, some of its elements can be traced back to the coats of arms used by kings and cities, and the uniforms worn by nobles and armies. These signs used in uniforms aim to keep those who wear the same uniform together, thus creating a sense of common purpose and spirit. These flags and uniforms are also used as a symbol of "belonging" in a sense. The main purpose here is to distinguish oneself from others, to gain recognition, and to demonstrate one's allegiance to particular ideologies or rulers. With the development of trade, institutions began to feel the need to express themselves, establish an identity, differentiate themselves, and integrate, and the lack of these needs was also noticed in institutions at that time (Schmidt, 1994). During this period, which lasted until the end of the First World War and was known as the "traditional period", the identity of the institutions was largely determined by their owner or founder. The owner of the institution also determined the architect, graphic designers and product designers. In this case, the personal identity, values, style, attitudes and behaviors of the organization's owner directly reflect the attitudes and behaviors of the business (Okay, 2018).

From the past to the present, many brands have aimed to remain in the minds of their target audience by using visual identity elements. It is aimed to support the created design concept with visual and corporate identity studies. This takes the brand in the branding process one step further, ensuring that the target audience more clearly understands the brand's message. Brands that manage this process correctly and attract attention and create a bond between the consumer and the brand go one step further than their competitors and stand out in the market.

In the context of globalisation,, corporate identity has become one of the most important components of reputation management for organizations. Corporate identity

is recognized as a powerful tool for organizations to communicate effectively with their stakeholders. Therefore, the development and management of corporate identity is critical for organizations to strengthen their position in the sector and gain a competitive advantage.

Today, businesses need to care not only about product or service quality, but also about their physical environment to gain a competitive advantage. Interior design acts as a showcase that reflects the corporate identity of a brand. Elements such as color palettes, material choices, space arrangements, and lighting reveal a brand's values and character. Therefore, considering corporate identity in interior design helps businesses strengthen their position in the market.

Interior design plays a key role in creating and strengthening the image of a brand. Color palettes, material choices, and arrangements create a visual representation of the corporate identity. For example, a modern and minimalist design creates an innovative image for a technology company, while a warm and inviting atmosphere emphasizes hospitality for a hotel. In this context, interior design is an important tool for reinforcing brand perception.

In his study, Dağlı (2016) investigated how interior design serves as a visual communication tool for institutions. The study, which examined a private bank branch, emphasized the importance of corporate identity in shaping customer perception. Munaijed and Sulaiman (2015), in their study, investigated how corporate identity uses interior design to express the personalities and values of organizations. The study offers suggestions for taking advantage of interior design to better communicate corporate identity to both employees and customers. Noraslı and Çınar (2024) analyze how integrating corporate identity into office interior design can increase brand and image value suggesting the inclusion of visual components that reflect corporate identity in office design processes. Kyurova and Yaneva (2017) argue that there is a strong correlation between corporate image and the competitiveness of interior design firms. They claim that a positive corporate image, supported by interior designs, is crucial for establishing a market presence and gaining a competitive advantage (Kyurova & Yaneva, 2017). Ali and Fathallah (2019) draw attention to the necessity of integrating visual identity with interior design in administrative buildings to create an effective environment, emphasizing the importance of collaboration between graphic and interior designersto achieve a harmonious corporate identity. Oylum (2014) argues that corporate identity and branding strategies can be an effective tool and a strong bond to ensure loyalty between the company and the customer when used in interior design projects. Raja et al. (2020) state that corporate identity, order, color, and furniture have a significant impact on interior design by visually representing a company's image. The application used in the study is PT, where corporate colors are strategically applied. (The abbreviation PT refers to the holistic and consistent application of corporate identity elements in interior spaces).In the case of Telkom offices, he argues that it increases the user's understanding of the brand. Sirijansawang and Upala (2018) emphasize that corporate identity significantly influences interior design and shapes user perceptions in automotive business offices. Different design approaches can enhance corporate identity and ultimately influence how building users and design professionals' evaluate the physical factors of these spaces.

Hapsoro (2022) argues that visual elements such as corporate identity, colors, and materials significantly affect interior architecture by ensuring that they reflect the brand essence. This alignment improves brand recognition and enhances the user experience, as seen in the example of Lembaga Bahasa LIA Pengadegan. Kaya (2006) emphasizes that corporate identity has a significant impact on interior design by directing architectural

and interior planning processes. Elements such as color, texture, materials, and form are critical in creating spaces that reflect the unique characteristics of the institution and reinforce its visual identity. Onem and Hasırcı (2020) suggested that corporate identity significantly influences interior design by shaping how spaces reflect a brand's values and message. The research emphasizes that integrating the interior with corporate identity elements such as logos and website design creates a consistent brand experience. This approach increases customer engagement and emotional connection as the designed environment reflects the essence of the brand. Using Schmitt's Experiential Marketing model, the study emphasizes the importance of interior designers in creating spaces that effectively embody and reinforce corporate identity. Halim et al., (2013) emphasizes the importance of corporate identity in reflecting a company's values and vision of the company. A strong corporate identity increases brand awareness, builds trust with customers, and differentiates the company in a competitive market. This identity not only influences customer perceptions but also supports the overall growth and success of the business. Kusuma and Kurniawan (2024) emphasize that brand identity significantly influences the interior design concept of the Splendid Inn Hotel. A mature interior design concept that aligns with a well-defined brand identity is crucial for attracting visitors, especially in a competitive market. The study aims to create a brand identity that aligns with the hotel's heritage and visitor experience using the design thinking method, and ultimately enhancing the interior design to increase visitor attraction and engagement. Raja et al. (2023) emphasize that corporate identity significantly affects interior design, especially in the case of Block71 Bandung. The importance of visual identity elements (similarity, consistency and originality) integrated into the interior of the co-working space is emphasized. This alignment enhances the branding process by effectively visualizing the brand's identity through design choices. By applying these branding theories, the study shows how interior design serves as a powerful tool in reinforcing corporate identity and creating a cohesive brand experience for users. Misun and Hudakova (2011) discuss corporate identity as an important factor influencing corporate design, extending beyond commerce to government institutions. While it does not specifically address interior design, it implies that corporate identity can shape the overall aesthetic and functionality of spaces, including interiors. A strong corporate identity can increase the consistency and effectiveness of interior design by aligning it with the organization's values and communication strategies, ultimately influencing how stakeholders perceive the organization.

EATING AND DRINKING PLACES

Since the beginning of human existence, dining establishments have been necessary to meet people's need to eat. Dining establishments have changed according to people's needs (Curaoğlu, 2000). The main purpose of designing food and beverage venues is to create an atmosphere that supports the expected service quality and type of food. This atmosphere created ensures that it is a place that remains in memory, attracts customers here again and is recommended to others. In this context, the design is completely affected by whether a place is cheap or expensive and whether it is planned for a short or longstay. Food and beverage venues can be examined under the concept of a store.

The fundamentals of planning and design are similar for food and other sales products. The success of any type of food and beverage venue is related to the successful marketing of food as a commodity. The marketing a product involves analysis and organizing materials, storing them, processing them and preparing them for sale. Once products are ready for sale, they must be distributed, made attractive and presented to the customers appropriately (Hunt, 1960). When designing a food and beverage place, the criteria such as the type of space, target audience, competition area, location, budget required to create

the space, atmosphere of the space, service style and speed should be considered. The arrangement of the units that make up the eating and drinking place is determined by these criteria (Baraban, 1989). The components of the eating and drinking places include some or all of the following: external perimeter, entrance area, dining hall, kitchen and auxiliary areas (offices, toilets, warehouses, etc.).

FORMATION STAGES OF CORPORATE IDENTITY

The design of a logo plays a critical role in establishing a brand's visual identity. An effective logo should reflect the brand's values, mission, and personality. In this context, the logo design of the Antakya Köfte restaurant is also discussed. First, the target audience, position in the sector, competitors and market opportunities of the Antakya Köfte restaurant were examined in detail. This analysis helped determine the essence and distinctive features of the brand. In line with the research results, concepts reflecting the identity of Antakya Köfte restaurant were studied. At this stage, the traditional tastes of the restaurant, the cultural richness of Antakya cuisine and local values were brought to the fore. In the light of the determined concepts, the visual language of the logo design has been created. The color choices, typography, symbols, and composition have been designed to reflect the brand's identity. Various alternative logo designs were produced and the most suitable one was selected among them. In this selection process, the compatibility of the designs with brand values, legibility, distinctiveness and applicability criteria were taken into consideration. The chosen logo design has been used consistently across all of the restaurant's visual communication elements (such as the menu, packaging, decoration, etc.). In this way, the visual identity of Antakya Köfte restaurant has gained integrity. In line with the data obtained, the logo of the enterprise was created in the Adobe Illustrator program as a vector and given in Figure 1.


Figure 1. Antakya Meatballs logo design

After the logo had been designed, the business started the trademark patent process . Once the trademark had been approved by the Turkish Patent Office, the architectural elements, menus, advertising images, product packaging, social media images and the package service companies that make up the space were shared and started to be used.

MATERIALS AND METHODS OF THE STUDY

The design and application integration of Antakya meatball restaurant began with the survey of the shop area located on the ground floor of the Forum Campus business center in the Bosnia and Herzegovina neighborhood of the Selçuklu district in the Konya province. In the next stage, in order to decide on the spatial setups, the architectural plan of the shop area, the flooring plan, the existing dividing walls and the carrier systems were taken into account. According to the wishes and suggestions of the users, the interior architecture Avan project was shaped. The architectural plan scheme of the business area was prepared for quantity surveying and exploration operations. User requests and necessary fittings related to the business were transferred to two dimensions using the

Autodesk-based AutoCAD programme in order to select floor, wall and ceiling covering materials, calculate quantities and conduct explorations of the building, and define areas, as shown in Figure 2.
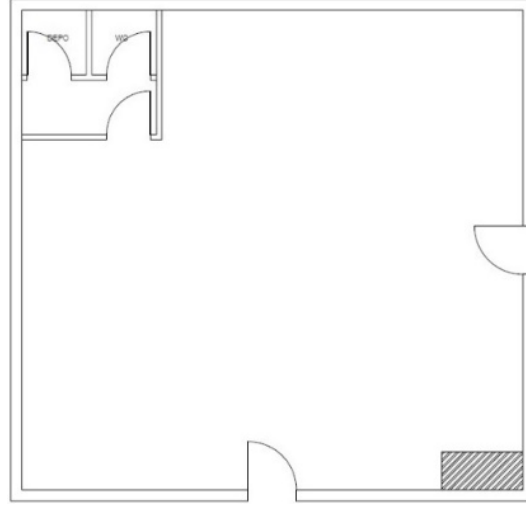
Figure 2. Application area, survey study and visit plan

The spatial program related to the food and beverage function was obtained as a result of semi-structured interviews with users and the personnel working in the business. The semi-structured interview technique is the dialogue between the interviewer and the participant, which consists of pre-prepared, open-ended questions as a qualitative research technique (Polat, 2022). User requests will shed light on designers for the decisions to be taken during the design phase. The list of needs created for the enterprise is given in Table 1.

Table 1: Antakya Meatball Plant Needs List

	ACTIONS	ACCESSORIES	USER REQUESTS
Storage	Refrigerated product storage	Cupboard Freezer	Creation of workflow, digital environment for presentation to the customer
Staging Unit	Turning frozen food into hot serving	Workbench Salamander Frying Fryer	To make the products in the enterprise ready for hot service
Service Area	Product Service	Countertop: 60*120 cm Granite	Serving prepared products to customers with Self-Service method.
Seating Arrangement	Seating area of the customer who placed the order	80*80 Compact laminate table.	Upholstered, wood-framed chair matching the wall and floor colors.

According to the data obtained from Table 1, the person capacity, service area, storage areas, hot and cold food entry and industrial kitchen equipment where the preparation of the products will take place have been determined.

Interior design projects are examined under two main headings as design and application projects. The design phase comprises the preliminary project, the survey and the reinforcement furnishing plan according to the function of the space, material selections, and the stages of producing visuals suitable for the design. In this section, the designer makes design decisions in line with the user's requirements and the buildings' characteristics. At this stage, the CAD and 3D drawings of the proposed design to be implemented are finalized. This design process was implemented within the Antakya meatball business. In Figure 3, reinforcement plans suitable for the function of the enterprise are given.
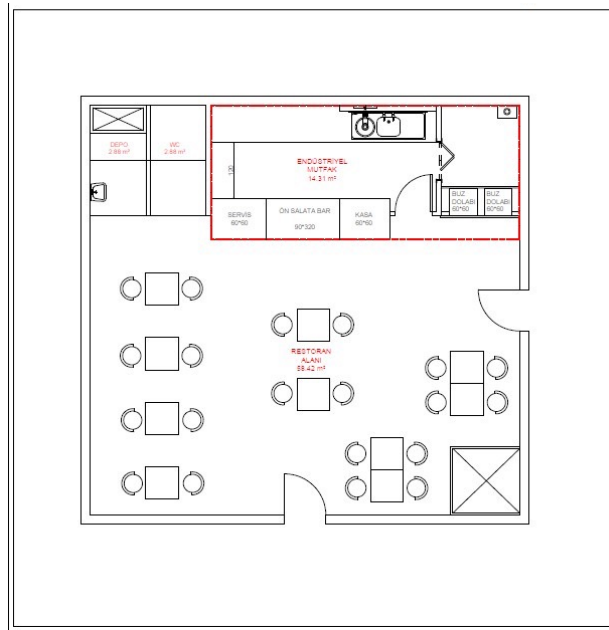
Figure 3. Antakya meatballs ground floor layout

Table and chair materials have been selected according to the designed furnishing plan.Compact laminate material was chosen for the tables. Compact laminate material is resistant to water, moisture and daylight. The table dimensions were determined as 80*80 cm, taking into account the equipment to be used for service purposes. The table legs are black matte metal. The table seating arrangement is carried out according to the self-service layout. Since there are two main entrances to the space, circulation areas are considered from both entrances.

A salad bar made of PVC-coated chipboard was used to create the payment point and service areas. The technical dimensions and visual of the counter section, which consists of a salad bar, an under-counter cooling cabinet and a granite counter area, are shown in Figure 4.
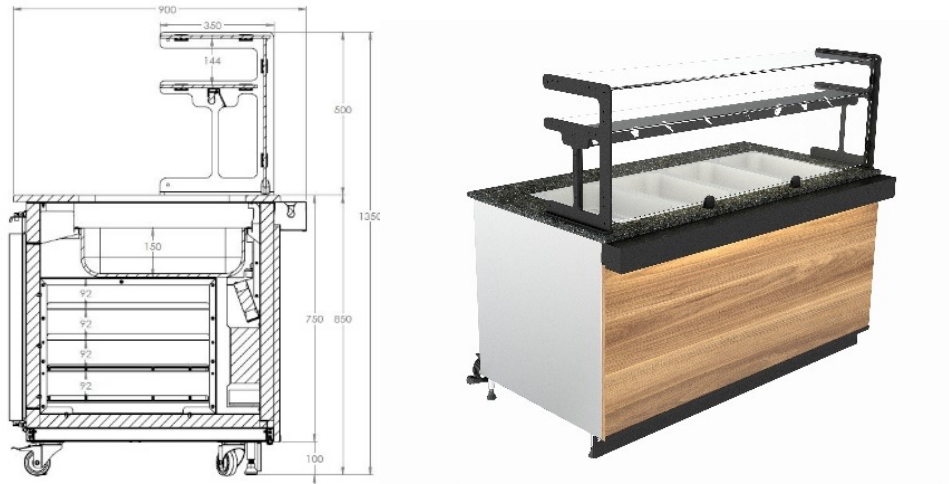
**Figure 4.** Service area and salad bar reinforcement details

The body of the salad bar is made of suitable anthracite chipboard laminate in accordance with the corporate identity. The dimensions and working order of the industrial kitchen reinforcement furnishings to be used by the enterprise for product production are shown in Figure 5.
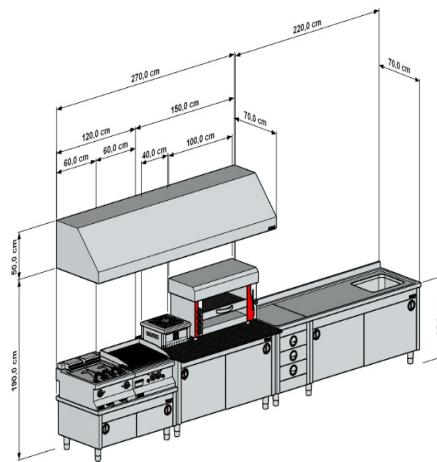
**Figure 5.** Organization of industrial kitchens

The fittings used in the industrial kitchen are designed as a grill section, a deep double-volume fryer, a single-burner stove, a hot product salamander, a preparation counter and sink. A 10 cm wide plasterboard partition wall was installed to separate the kitchen preparation and prep counter area from the customer area. To increase its load-bearing capacity, a load-bearing structure was created using plasterboard U-profiles every 50 cm.The drywall wall and front view application dimensions are shown in Figure 6.
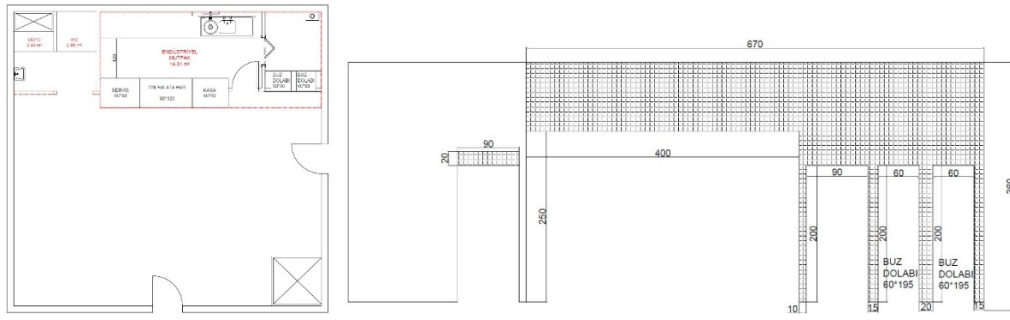
Figure 6. Plasterboard wall plan and front view

The electrical and lighting plan for the space has been drawn, taking into account the space's functions and furnishings . When drawing the electrical renovation project, the reference points are the near wall, the wall center and the height. To ensure sufficient lighting during the day and night, the locations of the flush-mounted spot and pendant lighting have been determined. Before this, a suspended ceiling was installed to conceal the ventilation channels, plumbing, electrical cables, sound system and security system installations in the ceiling section of the space as well as to accommodate flush-mounted spots. In the suspended ceiling application, 60*60 rock wool with sound insulation on one side is used. The electrical and lighting projects for the space are shown in Figure 7.
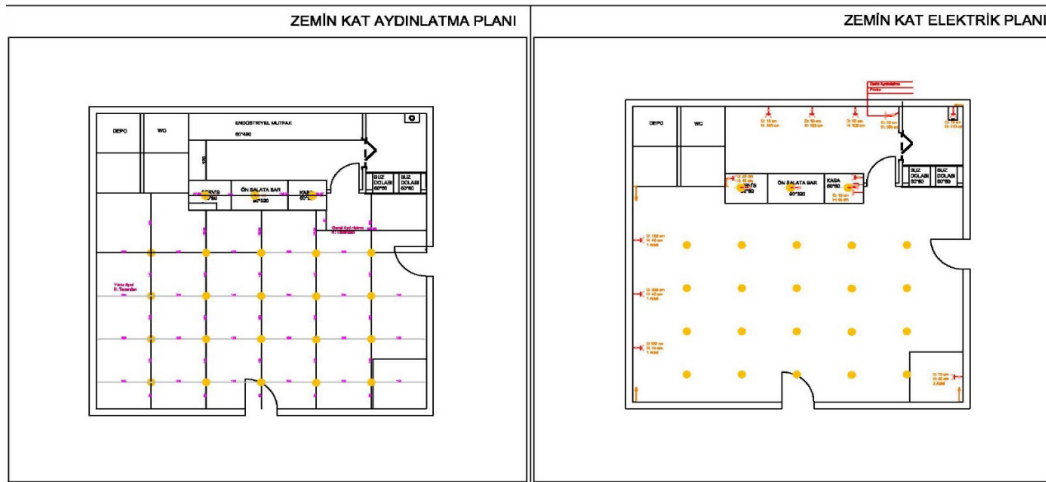
Figure 7. Lighting and electrical plan

Semi-structured interviews were conducted with employees based on pre-prepared questions. Participants gave their consent to have their answers recorded.The semi-structured questions used in the study are given in Table 2.

Table 2. Semi-structured Pre-prepared Questions for the Interview

Demographic Questions
1- Your age:
2- Your gender
3- Your mission:
Interview Questions
1- How long have you been working in the relevant office structure?
2- Have you worked in a food and beverage service business before?
3- What are your working hours in the establishment?
4- Are there any physical problems that you have identified in the establishment?
5- Do you have your own working area in the establishment?
6- What are the busiest days and time intervals?
7- Would you like to have a specially designed workspace?
8- Would you like to work in a specially designed business?
9- Do you have information about the concept of corporate identity?
10- What are your opinions about the corporate identity data of the enterprise?
11-How does the enterprise designed with corporate identity data affect your work performance?
12- How do workspaces designed with data based on corporate identity affect employees' sense of belonging to the organization?

Reflection of Corporate Identity on the Business

The corporate identity elements, which were prepared and patented based on the research into business and customer requests, were incorporated into the signage, facades and interior design. In addition, the logo designed for the menus, advertising brochures and service equipment was implemented. The signage and façade design of a food and beverage venue is one of the most important elements of the brand's visual identity. An effective signage and façade design attracts the attention of potential customers, strengthens the brand image and supports the positioning of the space. For this reason, signage and façade design is strategically important in the food and beverage sector. Signage and façade design essentially fulfills three functions. Firstly, it reflects the identity and positioning of the space. Secondly, it attracts the attention of potential customers and increases interest in the space. Thirdly, strengthening the brand's image has a positive effect on the customers' perceptions of it.

In their study, Shimp and DeLozier (1986) state that architecture and interior design play an important role in establishing a visual identity and encouraging target audience to come back the store for the second time. For this reason, the exterior design of brand' structures should impress the target audience at first glance .

According to Dume (1992), the main purpose of the store exterior is to reflect its interior to potential customers, giving them an idea of what can be found inside and attracting them to the store. There are many important factors such as the forehead marking on the exterior of the store, the sign with the brand name, the showcase, and the entrance door. The exterior acting as the packaging of the store aims to create a sense of curiosity and introduce users to the products.

The storefront design complies with the sign size specifications set by the shopping center management. When designing the shop's signage, which has two facades, digital printing was applied to membrane material and the DC-Fix plotter cutting process was used on plexiglass. In addition, led illuminated signage was applied to the plexiglass background. Images of the façade and application can be seen in Figure 8.

Figure 8. Facade signage application

In order to protect the boundary of the relationship with the immediate external surroundings of the space in the façade applications, a frosted DC-Fix and logo printing bonding process was applied to the glass at a height of 75 cm, taking the glass joinery as a reference point. Figure 9 shows the dimensions of the frosted glass curtain wall applied to both facades of the shop and the application visuals.
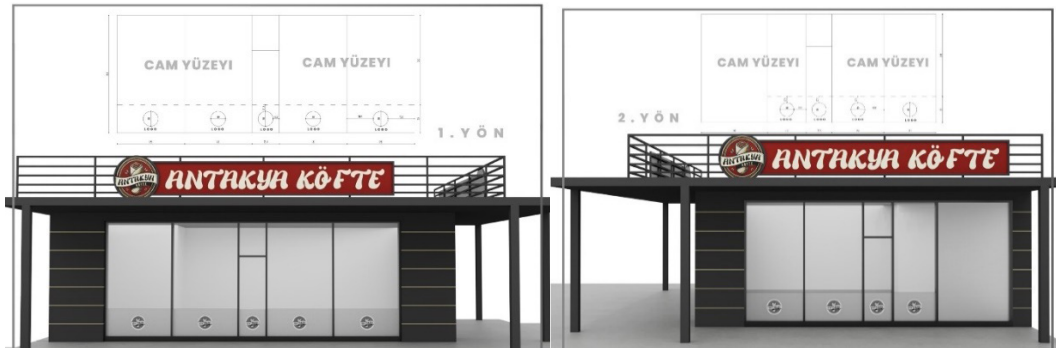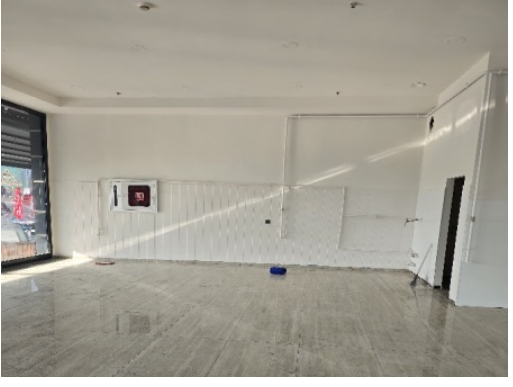

Figure 9. Facade glazing applications

The logo design, which is institutional in style, is included in the menu design for the business.. The menu is an integral part of a dining venue's visual identity and customer experience. Effective menu design facilitates the customers' decision-making process, strengthens the brand image and can boost business sales. Therefore, menu design is strategically important in the food and beverage industry. Menu design essentially fulfills three functions. Firstly, it ensures that the products and services offered to customers are communicated effectively. Secondly, it reflects the brand's identity and personality. Thirdly, it increases business revenues by influencing the purchasing decisions of the customers. For an effective menu design, various elements need to be taken into account. These include menu structure, visual layout, typography, color scheme, photos, descriptive texts, and pricing. Combining these elements correctly s customers and streamlines their decision-making process. An effective menu design can enhance the food and beverage experience for customers. A visually appealing and informative menu enables customers to make more informed choices. In addition, a menu that aligns with the brand's identity strengthens customers' perception of the space. This increases customer satisfaction and helps support the business's image and foster loyalty. Figure 10 shows the front and back design of the menu, which takes all these elements into account.
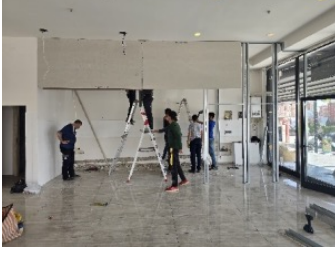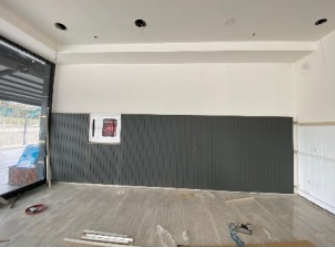

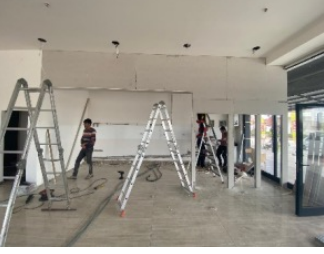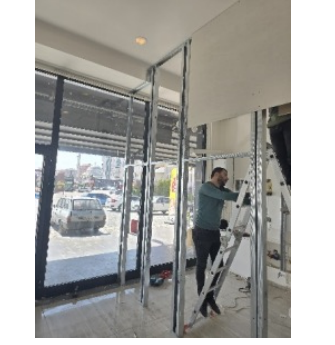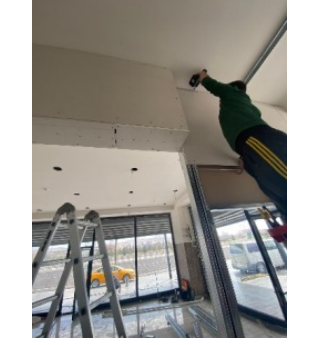Figure 10. Menu design of the business

In the interior design of the enterprise reflects its corporate identity, including the selection colors, textures and materials, in the design of floor, ceiling and walls. Instead of ceramic coating used by previous business, the wall surfaces are covered with wall lath panels featuring PVC printing on wood to create a warm and intimate interior atmosphere. The anthracite color used at the payment point and service area is also used for the lath wall, maintaining harmony with the interior atmosphere. Grey and blue tones have been used on the interior walls to create a calm and modern atmosphere, contrasting with the warm colors used in fast-food places. These colors aim to provide a comfortable and peaceful environment in which to enjoy food and drink. A PVC-printed corporate logo has also been used on tables designed according to the customer seating plan. Interior pre- and post-application images and application detail images are given in Table 3 and Table 4.

Table 3. Before and after the application area

Before	After

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Table 4. Interior application detail images

Interior Application detail Photos

RESULT

The relationship between corporate identity and interior design is crucial for the success of modern businesses. Interior design means o reflects a brand's identity and shapes the experiences of employees and customers. For this reason, interior architects and designers must consider the elements of corporate when carrying out design processes and developing creative solutions in this process. In this article, the effect of corporate identity on interior design and its impact on workplace employees and customers are examined. First of all, the circular frames and visual elements at the entrance of the space strengthen the corporate identity of the business by emphasizing the theme of "Antakya". These design elements allow customers to immediately perceive the concept and identity of the business. Thus, the corporate identity is clearly manifestedin the initial impression of the physical environment.

The use of color in the space also plays an important role in reflecting the corporate identity. The use of gray and blue tones creates a calm and modern atmosphere, while the black and red colors used in furniture and equipment contribute to a harmonious design language. The colors used in the interior transport customers' food and beverage experience to a comfortable and peaceful environment. The open-plan arrangement of the kitchen and service area allows customers to observe the preparation process. This transparency demonstrates the enterprise's hygiene standards and professional competence. Thus, elements such as "reliability" and "quality" of corporate identity are embodied in the physical environmentWithin the scope of the study, semi-structured

interviews were conducted with the personnel working at the facility with the aim of increasing the positive effects of the facility on the employees.The work environment has a direct impact on employees' motivation, productivity, and overall job satisfaction. A well-designed workspace makes employees feel valued and allows them to develop greater engagement in the workplace. Integrating corporate identity into interior design fosters a sense of belonging to the organization and supports team spirit at work. In this context, it is crucial for interior architects and designers to carry out their design processes by considering the elements of corporate identity. Customer experience is also an important aspect of interior design. Customers' interactions with a brand are directly related to their experience in the physical environmentAccurately reflecting corporate identity in interior design positively impacts customer experience and provides an experience that conveys the brand's values.For example, the high-quality materials and elegant details used in the design of a luxury brand's store make customers feel the prestige of the brand, while positively affecting their shopping experience at the same time. The signage and façade design in food and beverage venues is a strategic element that directly impacts the customer experience. By paying due attention to signage and façade design, businesses can create a strong visual identity for their brand and attract the attention of potential customers.

Finally, the Antakya logo at the entrance of the space strengthens the visual identity of the business and increases the memorability of the brand. The visual aspect of corporate identity enables customers to distinguish the business from other competitors in their minds. As a result, this holistic approach to the interior design of Antakya Köfte has the potential to increase customer satisfaction and loyalty. In the following studies, the relationship between the interior designs of similar enterprises and corporate identity can be examined. In addition, research into customer experience and satisfaction can be carried out.

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