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Kurumların Ofis Yapılarının Kurumsal Kimlik Oluşturma ve Sürdürülebilmedeki Önemi

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Öz

Günümüz iş dünyasında; kurumlar, ürün portföylerindeki marka değerini arttırabilmek adına yaptıkları birçok aktivitenin ve çabanın yanı sıra, kurumsal marka değerlerini arttırmak ve müşterilerinin kurumsal kimlik algularını olumlu yönde etkilemek adına da çaba göstermektedirler. Bunu yapabilmek için kurumlar, kurumsal kimliklerini vizyonlarına ve misyonlarına, kurumsal değerlerine uygun bir şekilde oluşturmak durumundadırlar. Kurumsal Kimlik; pazarlama fonksiyonu normlarına göre kurumların kendini yansıtmadır. Bunun yanında firmalar, kurumsal kimliklerini yansıtmak adına fiziksel çevre ve yapılarını da kullanabilmektedirler. Bu araştırma kapsamında, kurumsal kimlik ve fiziksel yapılar arasındaki ilişki İş Bankası örneği üzerinden analiz edilmektedir.

Anahtar Kelimeler: Kurumsal Kimlik, Kurumsal Değerler, Tasarım, Pazarlama
JEL sınıflandırma kodları: M31 (marketing) , M14 (Corporateculture)

The Effects of the Administrative Buildings of Companies on Creating and Sustaining Corporate Identity

Abstract

In today's business world; companies are trying many ways to promote their corporate brand values and to manage the perception of the customers' corporate identity positively in addition to the efforts to increase their product portfolio's brand value. In order to do that, companies, have to sustain their corporate identity consistent with their vision, mission, corporate values and way of work processes. Corporate identity is defined as its reflected image within marketing function norms. In addition to this; companies are also trying to use their physical environments to reflect their corporate identities. In this context; with this research the relation between the corporate identity and the physical environment is analysed with case study. İş bank, Turkey.

Keywords: Corporate Identity, Corporate Values, Design, Marketing
JEL codes: M31 (marketing), M14 (Corporate culture)

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1. ORGANIZATIONAL IMAGE and IDENTITY

Though the history, identity is an important tool for corporations. First, corporate identity was reflected by logo and written documents but then understood that corporate buildings were most effective tools to express the corporate identity and image. Today's office buildings and corporate headquarters are designed and constructed by the purpose of 'reflecting the corporate values'. While trying to understand the effects of office buildings on the perceptions of the people existing both 'inside' and 'outside' of the company it is firstly more important to identify the differences in between organizational image and organizational identity. Organizational image is defined as what organizational members believe to be the way others view their organization, whereas organizational identity refers to the organizational members' collective understanding of the central features of their organizations (Dutton and Dukerich, 1991).

It is important to clarify effects of office buildings on both two concepts of the company to people who are related with the company itself whether they are the part of the company or having a relation with the company. The companies do use their organizational image and identity not only for trying to effect people but more importantly using those concepts in guiding their operations for many different purposes.

As it is one of the main perspectives expressed in 'Organisational Behaviour and Management Science' almost all of the main researches have been analysed in three different levels; individual, group based and larger systems based (organisations). Thanks for the multi-disciplined approach, coming from sociology, image and identity are effective and explanatory theories (Oswick, Fleming, and Hanlon, 2011) that have been evaluated in the management literature to describe and explain individual and organizational behaviour. (Whetten and Godfrey, 1998) Organisations' usage of organisational image and identity could vary and one of the most important reason is to motivate their employees in taking actions (Dutton and Dukerich, 1991) while responding to the environment. We could easily understand from those facts that; organisations use organisational image and

identity for motivating their stake holders; motivating their own employees and even for effecting their potential employee candidates for the 'Human Resources' purposes.

Although it could be assumed that organizational image and identity concepts give the same meaning and one could be used instead of other, it is not. (Dutton and Dukerich, 1991; HatchandSchultz, 1997) There is an important difference in between them especially for the researchers for their studies. (Albert, Ashforth, and Dutton, 2000) This difference does not come from the meaning but comes from the target audience; while organizational image reflects external appraisals of the organization, organizational identity represent the internal perceptions of the organization. (Gioia and Thomas,1996; Hatch and Schultz,1997)

There are three different but complementary ways scholars view organizational image: (1) as a construed external image; (2) as a desired, projected image; and (3) as an overall impression or reputation (Gioia, Schultz, and Corley, 2000). Construed external images are organizational members' perceptions of how outsiders perceive their organization (Dutton and Dukerich, 1991). Desired image is the vision an organization would like all stake holders to see sometime in the future (Gioiaand Thomas, 1996), while projected image is created and communicated to stake holders but may or may not represent the reality. (Bernstein, 1984) Impression is perceived either through direct observation or interpretation of symbols provided by an organization (Berg, 1985), while reputation is the relatively stable, long-term, collective judgment of an organization's achievements. (Fombrun and Shanley, 1990)

From those different definitions and perceptions, it can be definitely understood that the 'image' concept covers both the internal and external parties who are related with the company and in addition to that it also covers the things that are reflected and received by the organisation.

Most scholars subscribe to the definition that organizational image is the way organizational members believe others see their organization (Dhalla, 2007;

Dutton and Dukerich, 1991). Thus, organizational image is accepted of as an appropriate way of communicating or interaction of organizational members without sidlers. Scholars define this process as a ‘self-presentation’. (Baumeister, 1998; Mead, 1934) Organizational image is comprised of ‘relatively current, and temporary perceptions of an organization, held by internal or external audiences (Elsbach, 2003:300). As a result, we could summarize that; organizational image is a self-presentation process of building and maintaining a set of stakeholders’ perceptions related with the organization itself.

On the other hand, organizational identity tries to find an answer for the question ‘who are we?’ (Dutton, Dukerich, and Harquail, 1994; Elsbach, 1999) and tries to find an answer at each level – individual, group, organisation – that the Organisational Behaviour Science interests. As a result, it becomes a very important and significant tool for the organizational behaviour (OB) (Albert et al., 2000). Some of the scholars view this status as; organizational identity examines the role of the shared values and norms that constitute an organization’s central and core features (Albert and Whetten, 1985; Dutton and Dukerich, 1991). Another researcher, Kogut (2000) defined that organisational identity can inspire organizational members’ (insiders’) emotional attachment and their commitment to the company with the ‘who we are’ consciousness.

Since the early 1980s, the idea of a corporate identity has become more prominent in academic and professional writings, due to a complex set of pragmatic and intellectual developments. In the early 1980s, market and social conditions had been changing rapidly: competition had risen in many markets, and the ‘institutionalisation’ of society evoked plural demands upon companies (Cheney 1991; Cornellissen and Harris, 2001).

In the early researches organizational identity was firstly described as steady and stable (Albert and Whetten, 1985) however recent studies have suggested that organizational identity is flexible (Gioia and Thomas, 1996). Organization identity is, therefore, said to be flexible and constructed by organizational members who are simultaneously engaged in the construction of

identities through processes of self-categorization (Kramer, 1991), cognitive identification (Dutton and Dukerich, 1991), and self-affirmation (Brown, 1997). Independent from being stable or flexible, organizational identity is a self-categorization process at the end which means it is used for the insiders' expression of what they believe, perceive and internalize related with the organization they work for.

Beside all these approaches, recent studies show that there is an important connection between corporate identity and physical environments of the corporations such as headquarters. Buildings are used as a reflection of the corporate identity and become an icon. Although in European corporations began this transformation with the industrial revolution, Turkish corporations can began just after the proclamation of the republic in 1923. Understanding the corporate identity through analysing the buildings can open new transdiscipliner approaches about marketing. The relation between the corporate identity and the physical environment is analysed just a few research with case studies (Huppatz, 2005, Emire,2002, Kaya, 2006) but these research are limited with the design and visual communication tools. This study reveals the strong relationship between corporate identity, architecture, customer relations and awareness.

2. HISTORY of the CORPORATE IDENTITY

The foundation of the 'Organisational identity' concept began with the idea of people started living together in a social environment; and giving a meaning to that social environment by loading an identity. In having an identity, people's main motivation was fulfilling their pertinence needs and their belonging requirement to a corporation. As a result, it is possible to see the very initial visual images of the corporate identity at the symbols of kingdoms, princedoms, army's clothes, shields etc. "There is a very common story related with the corporate identity; Many centuries ago a king designed a cross as a symbol and make this

symbol used on the shields of his army. After a while, the king of the neighbour kingdom also loved this symbol and like the former example he also made this symbol used on the shields and the clothes of his army. One day those two kingdoms joined a battle; and since both armies used the same symbols there was a chaos on the battle field. As a result, kings at that period realized that they had to have and use their own symbols and only with this effort they could finalize this chaos.” (Yeygel and Ak, 1998).

Throughout history, the development of the corporate identity depending on the development of industrialization as well, has been classified in four different periods (Okay, 1999). Those periods can be listed as;

- A. Traditional Period
- B. Brand Technique Period
- C. After WW2 Period – Design Period
- D. Strategic Period

Traditional Period, which continued till to the end of WWI, the main element that identified the corporate identity was the owner and/or the founder of the corporation. The owner of the company was selecting the architect, the graphic designer and the designer of his products.” (Okay, 1999) At this period, companies created and used their logos to differentiate their products from competition in terms of reflecting their products’ quality and image. One of the first Corporation that used this corporate identity was AEG Corp. and charged Mr. Peter Behrens who was a famous designer and architect worldwide.

AEG Turbine Factory was built in 1909 in Berlin, Germany by Peter Behrens. More than an architect, Behrens was employed from 1907 by AEG as an artistic consultant and designs the company logo which is still used, and other company graphics for the building. The building measures 25.6x12.5 m in width, a height of 25 m and a length of 123 m. Behrens saw the Turbine Factory as a symbol of modernism, and its attributes of speed, noise and power. He wanted to make the interior and exterior as simple as possible, and in collaboration with the

engineers chose to use fewer, but more massive girder frames than was commonly employed in such a large building. The AEG Turbine Factory was to be a temple dedicated to a new age of production. (Fig.1)(Wikipedia, Merril, 2016)

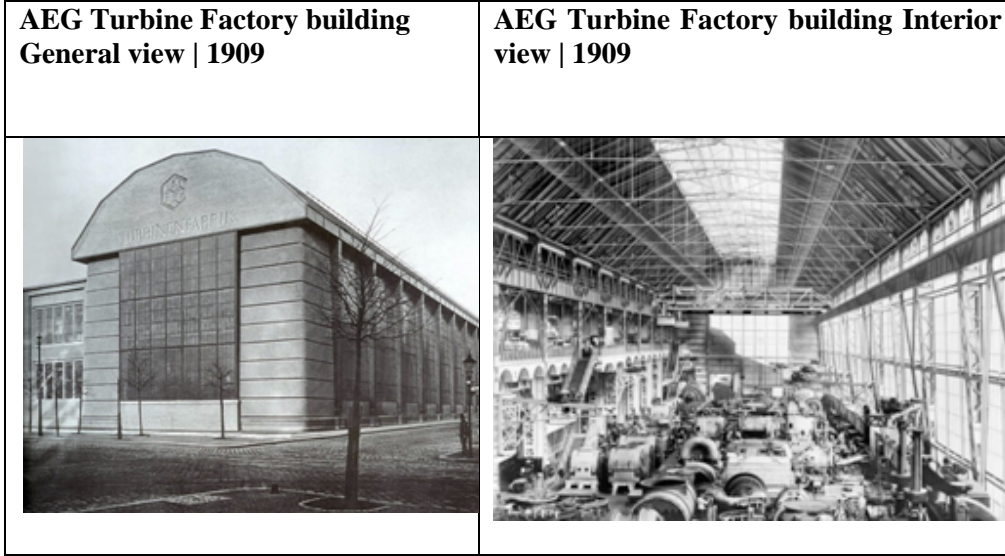


Figure 1: AEG Turbine Factory

Source: Merrill, E. (2016) Peter Behrens, Turbine Factory. Retrieved August, 21, 2016 from <https://www.khanacademy.org/humanities/art-1010/architecture-20c/a/peter-behrens-turbine-factory>

The second period, defining corporate identity in the history was ‘Brand Technique Period’ that materialized in between WWI and WWII.

Hans Domizlaff is an important person of this period. He accepted brand as the number one in ranking the factors that made corporate identity. He also explained his ideas in his famous book ‘Gaining Public Trust’. According to his ideas brand is the primary factor that is effective in maintaining the corporate identity. He also thought that each and every brand represents a single corporate identity and the corporations have to have such independent brands that should gain the trust of the society. (Okay,1999)

The third period realized after WWII was the ‘Design Period’. Corporate

identity, which was composed by the mixture of marketing and design, was not a well-known concept. Especially after WWII; the enormous growth of the corporations, the foundation of the international trade without borders, the increase of the product variety, the increase of the merge and acquisition operations, and the merge of the companies operating in different industries created an identity depression. By corporations started to have international operations, especially British and US corporations understood the importance of corporate identity. This was because, the international markets began to grow too much and the companies tried to differentiate themselves in the competition. (Okay,1999)

In the design period, corporate identity was tried to be defined with the product design by getting through of narrow brand based moulds. The reason why this period was named as “Design Period” was the foundation of Creativity College in Ulm and the intense work focused on product and design at this college. (Okay,1999)

StrategicPeriod started at the end of 1970s and have been extending. At this period, opposed with the previous periods at which corporate identity was only accepted as the product or the graphical designof the corporation; or the corporate philosophy. Rather, it has been accepted as the mixture of the marketing function and the social strategic tool of the corporation. As a result, the corporate identity has been turned into a part the operational process of the corporations.

In the mid-1980s and in 1990s it was realized that; identity designs were not only formed visual instruments and dinky concept that companies could easily ignore at all of the economic crises. As a result, this period has been the one that; major corporate identity associated operations have taken place and all the companies have used the concept to overcome the economic crises. Those abilities bring a great value and make the corporate identity a key element for the companies.

In the business world, in which identity and aesthetics were the parts of the integrated marketing communication. In this world, in which all of the participants

who designed and coordinated the corporations' strategic plans and composed the brand value were involved in composing the corporate identity process (Schmitt and Simonson, 2000). In this period, to be able to conduct the corporate identity both internally and externally many different methods have been experienced which have been extremely more than visual investments. As a result; corporations have been trying to reflect their corporate identities by matching their corporate image with their corporate appearance and their communication ways with their common designed behaviour styles. (Okay,1999)

3. HISTORICAL DEVELOPMENT of CORPORATE IDENTITY in TURKEY

Corporate identity concept was used by Turks since ancient times by using their nations' logos in their flags including Ottoman Empire. With the help of those flags, states could differentiate themselves from others and also made their citizens committed to themselves. In Ottoman Empire period, uniforms dressed for soldiers were designed for the same purpose. Those uniforms were so adopted by the soldiers that even small modification requests for those uniforms were resulted with insurrections. One of the best official example that reflects the Turkish corporate identity trials is Şirket-i Hayriye Corporation. The first city-line ferry Corporation used the corporate identity concept in the structure and the layout of their piers; in the shapes of their ships; in the colours and symbols; in their guide lines and tickets; in the uniforms and with the attitudes of their employees. That corporate identity effort was so effective that even some components of that identity have still been using after 100 years (Topsümer, 1991; Okay, 1999). With the changeover of Turkish Republic from Ottoman Empire and with the new trading activities took place under the leadership of Mustafa Kemal Atatürk, new steps were taken in terms of corporate identity.

The traditional period which took place in 19th century could only materialise in Turkey in 1960s with the beginning of FDI in Turkey. In this period, Turkish companies began to imitate foreigner companies; so the identity of the founders turned into the identity of the company and the names of the founders

started to be the names of their companies. Turkey is the country in which modern corporate identity concept has been applied successfully by the local companies. Today in Turkey, companies do not only involve communication and design approach but also take other factors, especially qualified corporate behaviour approach in defining corporate identity.

4. RELATION BETWEEN BUILDING and CORPORATE IDENTITY

Although it is impossible to observe the organizational image and identity solidly with the naked eyes – since they are not visible or tangible as wording - but it can be seen with some physical evidences and some applications that the organizations apply in a planned and structured way. Some of those evidences and applications include building, communicating, maintaining, repairing and etc. Those are visible and tangible to internal and external audiences and are readily observable by researchers (Elsbach, 2003). Some other observable or visible actions are; verbal accounts, categorizations, physical markets, and symbolic behaviours. These actions are maybe symbolic, practical, or somewhere in between. Organizations commonly convey verbal accounts through internal communication tools (e.g., publications, manuals, posters, e-mails) and external communication tools (e.g., annual reports, company newsletters, websites, paid advertisements). Organizations also display temporary or permanent physical artefacts (e.g. office buildings, type of furnishings and décor, company logos, signs, letter heads) to signal their images and identities.

‘Design’, which is one of the most important methods in corporations’ communication tools, is a concept that supports the whole company and its sub-units by complementing the corporate image from the product/service idea to the presentation of that idea and become a core component of the corporate identity. Parallel with the ‘corporate identity’ definition; the design concept, the corporate culture, and the harmony in between the corporate architecture and the presentation of the product/service have to be compatible (Kaya, 2006). In this regard, the harmony in between the architectural elements (the functional structure interior and the communication visibility exterior) have to be compatible that is proper with the

targets of the corporate identity, and the visible and usable elements and areas have to have suitable design strategies. Similarly, Melewar and Jenkins (2002) stated that the term ‘corporate identity’ evolved from undertakings in the area of marketing, primarily in areas such as corporate visual identity systems, which are used to represent the organisational values and mission to the outside world. To be able to reach that solution Melewar (1993) provided a multidisciplinary approach and made the systematic analysis of a wide range of components associated with corporate identity. The seven dimensions existed in Melewar’s categorisation are; corporate communication, corporate design, corporate culture, behaviour, corporate structure, industry identity and corporate strategy. According to the researchers ‘corporate design’ is a term used to define the number of visual elements that are linked with a specific organisation. Researchers (Dowling, 1994; Melewar and Saunders, 1998; Topalian, 1984) mentioned that Corporate Visual Identity System – CVIS composed of five elements; the organisation’s name, slogan, logotype/symbol, color and typography. Researchers also added that; visual identity can also be defined in other ways like companies’ products, location of the company and the architecture of their buildings. Especially, the exterior surface of a building -façade- as a communicative ground reflects the burdened meaning of its structure. Besides communicative capacity of façade, its independency, individuality and image dominancy can define exterior surface as an autonomous architectural element in terms of both physical and moral freedom (Koca, 2016). With this capacity of facade, you can easily reflect the identity of the corporations through its mentioned characteristics.

Huppertz (2005) emphasized the importance of the physical environments to corporation –especially banks- and focused on graphic and architectural makeovers during 1980’s in Hong Kong. According to his research corporations should construct ‘best building’ possible, implying that cost was a little concern and it had to represent power, stability and technical proficiency. He wrote that:

'Buildings represent a new phase in the visual symbolism of large-scale architecture as corporate icon.' (Huppertz, 2005; 368)

5. ANALYSING CORPORATE IDENTITY THROUGH CORPORATE BUILDINGS

Banking business is one of the best industry to be analysed the corporate identity. Because in banking, there is a continuous interaction with customers; and a very high amount of capital and investment, as a result, reflecting the corporation's values including the trust ranked at the top of the list is very important. In today's economic and business world and informatics environment; it is now more important for customers to invest their financial assets into trustworthy corporations and the reflection of those ideas are much more important than any other period in the past. As well as banking working principles, customers' first impression about the banks are also very important for them in choosing the right banks. In parallel with this definition; corporate identity and image and the architectural structure and design elements which are the part of that identity and image have very important roles as identifying criteria.

Laying the foundations of Turkish Republic, two banks, İş Bank and Sümer Bank, were constituted and İş Bank, which was founded and shaped by Atatürk (founder of the Republic of Turkey), have been able to carry its corporate identity successfully till today. In our case study; İş Bank was analysed in terms of corporate identity and corporate image research by mentioning its Headquarters which is located at Büyükdere Avenue in İstanbul. In this research, firstly general information about the corporation and the historical change of corporate identity of the corporation will be analysed. Then the way of reflecting the corporate identity of the skyscrapers being used as the Head Quarters of the corporation and the perception of that corporate identity by the customers will be analysed with the help of some questionnaires' data.

Türkiye İş Bankası A.Ş., shortly İş Bank; is the biggest private bank in Turkey that give individual and commercial banking services. İş Bank, founded by

the directives of Mustafa Kemal Atatürk in 1924, is the first national bank of Turkish Republic (İşbank, 2014). The first Headquarters was built in Ulus, Ankara in 1929 and designed by Italian architecture Giulio Mongeri. The size of that building was not big enough to involve all of the banking functions so the HQs moved into another location Kavaklıdere in Ankara. That building composed of 3 Blocks and 29 floors, was the symbol in Turkey as being the pioneer structure for the modern buildings in Turkish Republic. At the time this building had been used, it was the highest building in Turkey and was famous for being a genuine and prestigious comparatively (İşbank, 2016; Boyut, 2001; Mimdap, 2007). Because it had such architecture that aesthetics' and functionality knitted up perfectly. Always having an innovative and genuine approach in its buildings, İş Bank's final and current İstanbul HQs bring in many things new (Fig 2).


Ankara 1929 Design by Giulio Mongeri	Ankara 1974 Design by Ayhan Böke& Yılmaz Sargın	İstanbul 2000 Design by Doğan Tekeli
		
Credit by Pınar Koyuncu	Postcard	Credit by Selin Mutdoğan

Figure 2: İşbank buildings though the time.

Sources: Credit by Pınar Koyuncu, Selin Mutdoğan

Mustafa Kemal Atatürk express his aspirations for the foundation of a national bank before the Council of Ministers which summoned in July 1924, 'Paramount among measures that will liberate and augment the nation is the establishment of a bank, utterly modern and national in identity, born directly out of the people's respect and confidence...' (İşbank,2014) İş Bank always reflect these words by his corporate identity. Trying to be the most preferred corporation/bank by its customers, shareholders and employees is one of the most important targets of İş Bank, which created its vision as being a leader, innovative, reliable corporation is a strong financial centre in its own Region. To be able to achieve its target, İş Bank created a system in which; there are personal and professional training and development programs for its employees, customer-centric perspective is expanded to all of its employees, being loyal, innovative and taking incentives by its employees are motivated, and fair and reliable recruitment process based on performance and qualifications of the employee candidates followed by a fair performance evaluation and promotion process exist.

In this regard, corporate values were identified by İş Bank, which represent the corporate identity and guide the corporation to reach its corporate vision and targets. Those values are;

- a. honest and reliable,
- b. leader, pioneer and innovative,
- c. customer centric and giving qualified services,
- d. sensitive and respectful to society, human and environment,
- e. being transparent.

While designing the İş Bank Headquarters (HQ), all of those values were taken into consideration by the architects.

Since from the foundation in 1929 İş Bank, have been communicating with its customers with its buildings which fits with the corporation's corporate values which makes it a leader in building a corporate identity and in creating corporate

design for its communication goals. In that time those İş Bank HQ buildings were designed and built due to then – current requirements even more than those requirements as a leader corporation. The first HQ building reflected such a facade that both had an approach of both international expansion and eigen value protection; and the architecture of those building was both affected from Ottoman and western architecture approaches at the same time. With this design approach, Mongeri focus on pioneer position of the corporate and modernist approach. With the proclamation of Turkish Republic, capital city of Turkey changed to Ankara from İstanbul. Parallel with that İş Bank HQs were planned to be magnificent compatible with the capital city. As a result, Mongeri was able to combine those features with the corporate identity of the corporation perfectly.

After than the new İş Bank HQs designed by AyhanBöke and Yılmaz Saygın in 1974 was one of the tallest buildings in Turkey at that period. In addition to that, latest technology and the automation systems used by the corporation again reflected the corporate values such as modernist and leader corporate identity to its customers. In the beginning of 2000s with the fast improvement of Information Technologies, similarly technological improvements materialised also in Banking industry. Those improvements were also applied at İş Bank HQ Building which again moved into İstanbul from Ankara in addition to its pioneer architectural design. The respectful approach to human, nature and environment in architecture was also reflected in that building. In today's world; building sustainable buildings with their green building certificates is accepted as a prestigious symbol. This İş Bank HQs is such a building. Respect to society, people and environment approach which are included in the corporate values of İş Bank is emphasized in sustainable design of İş Bank HQs.

6. CASE STUDY: İŞBANK HEADQUARTERS, TURKEY

Headquarters was first designed by Doğan Tekeli and its constructed was undertaken by Swanke Hayden Cornell Architects from 1996 to 2000. The decision to have the building facade facing the Büyükdere Avenue with its main entrance at the corner of the Bosphorus Bridge was to ensure that the building could be visible

from all directions and those two tower blocks could be erected side by side parallel to the bridge. This is solved with high blocks standing on a three-story horizontal mass. This horizontal mass has headquarters branch of the Bank, personnel entrance, meeting hall of the bank, exhibition hall and similar services. At the ground floor, there is a small shopping centre and a cafeteria which opens to a green garden facing the Büyükdere Avenue. The Isbank Headquarters building has 46 stores, a height of 181 metres, and a standard normal floor area of 1,407 m² (Boyut, 2001; Mutdoğan and Tai-Chee, 2011).

İş Bank Headquarters is located in Büyükdere Avenue. This avenue is important for corporations. Büyükdere Avenue is located in a newly developed district and does not have any significant historical and cultural identity. As early as the 1980s, land in this area was the least expensive which provided for unlimited renewal opportunities. Consequently, all of the prestigious high-rise Office buildings for financial corporations were constructed there, replacing the small-scale residential settlements and factories with high-rise office and shopping blocks (Mimdap, 2007; Mutdoğan and Tai-Chee, 2011)

Corporate identity in architecture could be defined by analysing such buildings that are designed for corporate communication purpose. There have been many studies done for monitoring such experiences and for observing the customer perception due to such experiences. One of these study was conducted by Emine Emirođlu (2002) to identified office buildings which are located in Büyükdere Avenue. Although she analysed many office buildings with different perspectives by using different methodologies, her findings about İşbank HQ is highly important for our research. In her research, she used a questionnaire that has 3 different sections. In the first section socio-demographic features are analysed; in the second section the relation in between the participants and the region in which İş Bank HQ is located; and remembering level of the participants by using mind mapping model is analysed. Third part of the survey is focused on the office buildings. The purpose of the analysis is to understand the most effective and dominant building in the avenue. With this purpose relation between corporate

identity, building, people and symbolic images are analysed. This part of the Emiroğlu's survey is related with this research by means of İşbank HQs symbolic images for people. Emiroğlu used some adjectives to describe the building and people choose most and least related adjectives. These adjectives are parallel to İşbank corporate values. To these point of view results of the survey is important for this research. (Table 1)

However, this survey related with the cognitive maps and images of the street and office buildings, all findings showed that İşbank is the most memorable with its building and it has good impressions on people.

Emiroğlu (2002) identified Büyükdere Avenue is business oriented and with lots of unique and incompatible office buildings, avenue become very chaotic, this pattern creates a unique order (Fig 3).



Fig 3: Panoramic view from Büyükdere Avenue.

Source: Credit by Selin Mutdoğan

As focused on the previous chapters in research, İşbank always stay connected to its corporate values that Emiroğlu's study (2002) also proofed this argument. In Emiroğlu's research it is easily seen that İş Bank HQs is prominent than other office buildings in terms of corporate identity. Of all of the headquarter buildings located in Maslak, İş Bank HQs was accepted as the most dominant building by the participants with 32 % in terms of reflecting the corporate identity.

In the research, that the effects on the people walking through Büyükdere Avenue in which İş Bank is also located, it was observed that İş Bank HQs

building was able to reflect its corporate values. Within same research, the only feature that was not accepted but was tried to be reflected by İş Bank, by the participants was its being ‘nature oriented’. The reason was; people’s acceptance of nature compatibility was directly linked with the usage of natural construction materials in building and lack of being located in a green environment. (Table 1)

Table 1: Keywords that used in survey to identify the İşbank HQs Emiroğlu’s survey was administered to 32 people which are between 24-60 years old and 44% of the people are women.

	-3	-2	-1	0	1	2	3	
Slackness					1	7	24	Refreshing
Stable						7	25	Dynamic
Tiring	11	14		1	1	4	1	Relaxing
Discomptablewithnature	9	20		3				Comptablewith Nature
Unimpressive				2		7	23	Impressive
Modest		1				8	23	Spectacular
Insecure	1	3				11	25	Reassuring
Forgettable						5	27	Catchy
Mechanic	17	13		1	1			Humanistic
Old-fashioned						14	18	Modern
unidentified					2	4	26	Identified
Unpleasant		5		4	3	15	5	Pleasant
Incomptable	1	4				20	6	Comptable
Tasteless		6		1	3	13	10	Tasteful
Ordinary		5				22	5	Extraordinary
Disorder	2	4			1	15	10	Order

Source: Emiroğlu, 2002

In the same research, how buildings' symbolic meanings perceived by the participants are also analysed. When looking at the general features of the İş Bank HQs building, generally it might be evaluated as tall and prestigious building. In this structure, which has an effect on participants in terms of identity reflection, a close-follow up for technology and a modern design establishment can be observed. Having an open minded approach for technology image in reflecting the corporate identity is very important in today's technological world. Reflecting corporate identity is even more important in banking industry since there is a very core competency in banking sector. As a result, being able to reflect the corporate identity; introducing the corporation itself to public, evoking some values with some symbols in this industry is extremely important. Evaluating the building due to criteria that have symbolic meanings related with İş Bank values are written as below;

A. Environmental-Structural configuration: The structural configuration of the buildings is designed according to the accurate geometric forms. Since it is a banking building; accuracy, clearness, and reassurance values are emphasized. In addition, tall buildings preferences are also selected to support those values.

B. Material usage: With the usage of glass coatings in its facade, transparency value is reflected at İş Bank HQs building. With the stone paving on the entrance floor, quality and prestige values are reflected and a more dynamic effect is created.

C. Color: In the corporation's glass curtain-wall İş Bank's traditional color, Blue is selected. As a result, the corporation is able to sustain its permanent corporation image. The use of this color can be seen in 3 different building of İş Bank.

Symbols: The symbolic expression of İş Bank has been shown by capital İ and Ş letters, and this mould has been used in advertisement boards, İş Bank branches and in other communication media. Top of the İşbank HQs, can easily see 3d İ and Ş letters. (Fig4)


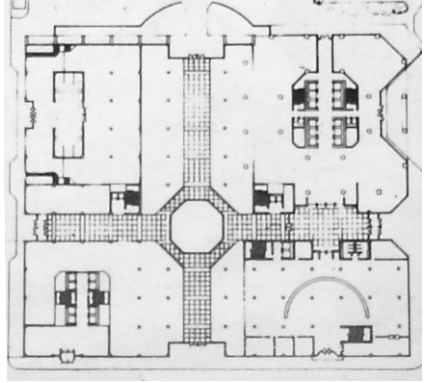
3d İ and Ş letters on the top of the İşbank HQ	İşbank HQs plan layout
	
Credit by Selin Mutdoğan	Source: Tekeli, D. (1999). İş Bankası Kuleleri. ArredamentoMimarlık, 100 (14): 37-40.

Figure 4: Detail and plan of İşbank Headquarters

Table 2: Relation between İşbank corporate values and İşbank HQs architectural features.

İşbank Corporate Values	İşbank Building Features
Honest	Use materials as they are (glass, Stone payment)
Reliable	Plan layout (geometric forms), tall building
Pioneer	Use new technologies in building
Innovative	Technologies used in building
Human-nature oriented	Human and nature friendly technologies
transparent	Facade coating (glass)

İşbank HQ use uncovered materials such as glass on facade and stone payment in entrance and this approach reflect the honesty of the corporation. Like this, it expressed reliability with building plan layouts and height of the buildings.

They have accurate geometric forms to create efficient and reliable work places. Since the foundation of the İşbank, it follows the innovations in technology, banking, architecture etc. and always reflects his approach to their office buildings. In this HQ, are used new technologies. Especially for healthy indoor environment use sensors to increase natural lighting and indoor air quality such as CO2, toxic gas measurements, humanity control ect.(Mutdoğan and Tai-Chee, 2011). These applications reflect the corporation values which are pioneer, innovative human-nature oriented. Transparency is emphasized with the glass facades.

7. CONCLISION

The concept of corporate identity is; corporations' reflecting the sum of all one of a kind efforts and activities. The effort for reflecting the corporate identity also includes the activities in architecture. Corporations operating in competitive environment have to design and apply corporate identity activities and the architectural dimension should also be included in those activities. The reflections in architectural dimension are; spatial configuration, color, symbols, and the usage of the materials. With the help of those reflections buildings are commemorated with the corporations' corporate

Buildings, if they have, with their unique architectural structures are known by people and come into prominence. The corporations which have buildings with no historical credentials and without having a corporate identity are not qualified enough to communicate with their existing and potential customers; and they are even not known by them. As a result, it is understood that corporations which are able to reflect their corporate identity in their building architecture are known by people and create corporate awareness in people's minds. It could be easily seen that there is a strong relationship in between corporate identity – architecture – customer relations and awareness.

Since the foundation of the Turkish Republic, İşbank protect its corporate values and reflect these values not only with written documents and logo but also with its office buildings.

In today's business world, corporate identity expression is much more important and necessary than it was at any other period in the past. Identifying the correct values proper with the today's business world and being able to reflect and communicate those values to its employees, potential employee candidates, and its customers is very meaningful and valuable for today's corporations. In this research, Turkey's first and strongest banking corporation, İş Bank, is analysed from corporate identity-architecture relation perspective with the support of the partial results of one of previous research made by Emirođlu. According to the answers of the respondents, it was seen that the design of the architecture of İş Bank HQs building was successful in reflecting its values by the respondents' perceptions.

In this research; the values of the İş Bank, the architectural elements used for reflecting those values, and the harmony in between corporate identity and architectural elements is analysed. In addition, in this research; the importance and the value of the architectural design and the reflection of the corporate identity and the corporate values by the architectural design in Banking industry in which gaining customer trust and approval is extremely important, and the success of İş Bank from this perspective is shown. From the results of this research; it is very critical and valuable for the future researchers and top managers working for the corporations to recognise the importance and the necessity of understanding the corporate identity, and the effects of the architectural design (internal and external) in reflecting the corporate identity as one of the major communication tools for corporations.

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