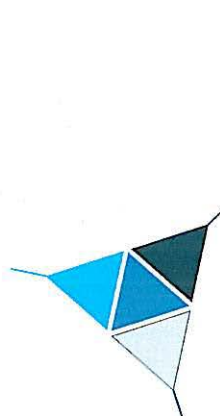


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iDEMi 09

International Conference on Integration of
Design, Engineering and Management for **innovation**

14.15 September

FEUP | Faculty of Engineering of the University of Porto
PORTUGAL





IDEM 09
International Conference on Integration of
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First International Conference on Integration of Design,
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IDEMI09 CORPORATE IDENTITY DESIGN INNOVATION

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ABSTRACT

Corporate identity, as a tool for identifying an interactive structure through visual depict representation in particular, the creativity domains, where is possible to explore an innovative knowledge through systemic perspective. Innovation has origin in the exploration of creativity and in the capacity to *connect the dots* (Jobs, Steve), usually suspended asleep or that belong to our internal/external scenery. Most of the individuals interpret creativity as a generic procedure, something which cannot be measured or even planned. The cultural barriers and the strict structures still rooted in our traditions, increase this gap between human creative brains and the real creative production (Barreto, 2007).

This paper reports the concept development of the corporate identity of IDEMI09, represented by a cellular esquete and the idealistic interaction between the areas and the total image

scenario that should result in a mirror of innovation process within conference aims.

An interpretation indicates that this corporate identity design, does not accomplish a static image logo, but a workable structure, sufficiently open minded to have other interpretations in bi-dimensional and tri-dimensional configuration presentation

KEY WORDS: Creativity, Corporate identity, Innovation