With the emergence of communal life, concept of identity came into human life and owing to the development of commerce and mass production, stylistic and contextual changes were seen in the concept of identity. In the aftermath of the Industrial Revolution, the increase in consumption led to a corresponding increase in the number of industrial institutions. Therefore, in order to compete with rival firms, to keep up with ever changing circumstances and live up to expectations, they were in need of an identity, which could express their institutional character, which is a multidimensional concept. As a result, for a quick and effective perception of institutional identity, the need for a visual identity faced institutions.

Key Words: Visual identity, Emblem/logo, Restructuring, Simplification Strategy.