

Image Analysis of Non-Profit Organizations Under CIS Theory —— Taking the One Foundation of China and the Shanghai Children's Heart Center as Examples

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Abstract: With the development of the times and the progress of society, Chinese nonprofit organizations are facing increasingly fierce competition, and these nonprofit organizations are growing at a rate of 10%-15% per year. Therefore, it is important for nonprofit organizations to improve their organizational image to meet the challenges and gain competitive advantage. In this paper, we will study the organizational image of Chinese nonprofit organizations One Foundation and Shanghai Children's Heart Center based on the theory of CIS (organizational identity system) in organizational image communication. The study of the characteristics and advantages of these two organizations, combined with the analysis of the common problems of the cases, and the final analysis of the image of the nonprofit organizations to give corresponding decision-making recommendations, to achieve the establishment of the brand image of social welfare organizations, and to promote the stability and long-term development of social welfare organizations.

Keywords: One Foundation; Shanghai Children's Heart Center; Organization Image; CIS Ttheory

1. Research Background and Significance

1.1 Research background

With the development of times and the progress of society, with the globalization of financial, trade and other industries, China has gradually connected with the world in all walks of life. Non-profit institutions such as hospitals, schools, libraries and foundations are also facing increasingly fierce domestic and international competition, joining the circular system of economic globalization and are facing new challenges. Establishing organizational image is the best form for non-profit organizations to participate in market competition under specific conditions. Improving the organizational image has become an important link for non-profit organizations to meet challenges and win competitive advantages.

1.2 Research significance

To adapt to the needs of the development of the new era: with the rapid development of economy and society, brand visual image design is so, should conform to The Times development, especially the public welfare brand, its characteristics determines the direction of the design, so the public brand in the form of visual image design, design content to consider whether in line with its concept and create. Visual image recognition system is a complete visual recognition system composed of standard logo, standard font and standard color.

2. Overview

2.1 Nonprofit organizations

Non-profit organization Nonprofit Organization (NPO) is a non-governmental social organization ^[1] that mainly carries out various voluntary public welfare or mutual benefit activities not for the purpose of profit. In recent years, China's non-profit organizations have developed rapidly. According to the statistics of the Ministry of Civil Affairs, by the end of 2021, the total number of NPO at all levels in China has reached 4.96 million, among which the total number of social organizations has grown to 902,000, and the total number of foundations has grown to nearly 9,000. The number of NPO is still growing at an annual rate of 10% -15%.

2.2 Organizational image

Organizational image mainly refers to the overall perception or evaluation of the organization by the society, and it is also a reflection of the organization's performance and characteristics in the eyes of the public ^[2]. The image is the external expression of the organization, and the significance of the organizational image to the organization mainly appeals to the psychology of people. From last year, the establishment and maintenance of the organization's image is to form a descriptive and evaluative impression in the public's mind, psychologically ^[3]. Once people have a bad first impression of the organization, the primary effect affects their further understanding of the organization, making it difficult to change this impression. Creating a good image for the organization does not come from deliberate activities, but from the fact that members of the organizational environment have formed an understanding of the organization from different perspectives. Throughout the process of persuasion and communication, the organization itself plays an important role in providing information that influences the effectiveness of communication. In this regard, organizational image communication is an important part of external organizational communication. At present, a relatively well-developed system has been formed for shaping and communicating the image of corporate organizations, while research on the image communication of other organizations, especially non-profit organizations, is still lacking.

2.3 CIS theory

"Corporate Identity". Corporate identity, or CI. based on the strategic idea of corporate identity, the whole identification system is called "Corporate Identity System" (CIS), or CIS for short ^[4].

The CIS system consists of conceptual identity, behavioral identity and visual identity, where conceptual identity is the core of the whole CIS system. The conceptual identity is the core of the visual design and behavioral activities of all organizations. Behavioral identity and visual identity are the only criteria that can accurately express the unique spirit of an organization. When shaping and communicating an organization's image, it is important to use various communication media as a whole to form a harmonious interaction between the organization and the public, thus making the organization's image deeply rooted in people's hearts ^[5].

3. Analysis of case advantages

3.1 Shanghai Children's Heart Center

Shanghai Children's Heart Center intends to use CIS strategy as an entry point to spread internal cultural values through external image and influence audiences based on the same culture and value orientation, thus achieving accurate branding and establishing competitive market positioning.

Due to the distinctive characteristics of the industry, the medical service industry should choose a unique competitive strategy ^[6]. It is also a service that focuses on the psychological feelings and experiential factors of patients ^[7], which distinguishes it from other services. In a competitive market, it is a way to show the personality of the hospital as well as a way to create psychological resonance for patients. Competitive strategy ^[8]: and branding strategy CIS strategy is a strategy that involves medical care, branding, and personality, using brand image with emotional value and psychological effect to make an impression externally and CIS design internally to create a cultural atmosphere for patients to remember.

In the case of Shanghai Children's Heart Center, for example, the CIS strategy was introduced with meticulous attention to highlighting the characteristics of the industry and the uniqueness of the institution. In this way, it has improved service quality, established a service brand, and enhanced competitiveness, which is an effective way to improve service quality.

Since the CIS of the Heart Center is primarily aimed at children and their parents, the concept of their institution is positioned as "finding the way to the heart for babies". As you can see, "heart" is already a pun. A concept positioned to highlight the heart center's expertise; evoking a beautiful hope for new life, around which all its service actions and visual communications revolve, with an inherent sense of pun and appearance. The logo design of Shanghai Children's Heart Center is shown in Figure 1.



Figure 1. Logo of Shanghai Children's Heart Center

The hospital follows closely in the logo design. The "smiling little heart" reflects the care and blessing for the little patients, and also conveys a relaxed and happy psychological feeling.

In the process of environmental identification, the hospital will give maximum play to children's childlike interest. Every detail in the spatial environment, the guidance of monoliths, the use of irregular graphics, the use of candy colors, and the use of irregular shapes create a feeling of joy and love for the children. Having these sweet hues, lively displays and family-like designs makes the little patients feel at home. The artwork contains a variety of subtle details.

The clear view saves time on one hand and eliminates nervous anxiety for children and parents, especially in hospitals where children and parents live. In addition to improving communication between doctors and patients, it also lays the foundation for building the Heart Mountain Heartwater service brand, as there is relatively less friction between medical staff.

A reinterpretation of the scientific concept of development has led to a new concept that "CIS is a differentiation strategy for modern companies and organizations to achieve competitive strength through unified design and introduction". In this differentiation strategy, cultural and image strategies are integrated and differentiation distinguishes them from other essential features.

3.2 The One Foundation

The long-term operation of an organization recognizes and observes its values and cultural concepts, as well as its development direction, ideology and strategic goals based on its value principles and cultural concepts. Organizational concept identification ^[10] consists of the values and cultural concepts that are commonly recognized and adhered to by the organization. As a form of communication design, a lofty vision and a clear positioning are adopted. Public interest organizations have a wide range of concerns about social issues. In the end, only unique results can be achieved, as the Red Cross cannot do everything. One Foundation advocates the public welfare concept of "One Foundation - One Family" and positions itself as a public welfare platform, aiming to jointly organize all social forces to carry out public welfare activities. In order to promote the development of public welfare and establish a transparent and sustainable development platform, One Foundation is committed to spreading a culture of participation among all people. In addition to playing an active role in disaster relief and prevention, public welfare organizations are also tasked with humanitarian relief during natural disasters and promoting the professional and standardized development of public welfare." The aim is to put into practice the vision of "doing our best, public welfare for all". The word "everyone" alone shows the lofty vision and broad target group of One Foundation. According to One Foundation founder Jet Li, the Foundation is a beggar in his mind, asking for kindness, responsibility and love for all 6.7 billion people on this planet. When a trickle of water becomes a river, a clear spring will eventually break through the green rocks. With the power and wisdom of the Foundation, this idea and dream benefits society as a whole. The logo design of One Foundation is shown in Figure 2.



Figure 2. Logo of One Foundation

The organizational philosophy is communicated to the public through organizational logos and image advertisements, and the organizational visual identity visually conveys the organizational philosophy ^[11].

As part of the One Foundation logo design, the Arabic numeral "1" represents every individual in society, every love and every hope. Thanks to the textual and graphic elements, the logo resembles a smiley face. Around the number "1", the pattern represents an expression of happiness. The choice of the smiley face logo as the symbol means to make a positive impact on society with the help of public welfare activities, to promote the goodness of individuals, and to bring the most innocent smile to the faces of both the benevolent and the recipients, just like the saying "If everyone gives a little love, the world will become such a beautiful place". Public acceptance and recognition of the smiley faces is relatively easy, as they represent friendship and goodwill. As the main color of the logo, light blue gives a feeling of purity and highlights the openness and transparency of the brand. It is a comforting color that makes people feel relaxed and it conveys a sense of beauty, rationality and calmness. In addition, it stands out among many public service logos thanks to its simple shape and prominent Chinese and English characters. Whenever they meet again, they will feel close and remember it vividly.

In behavioral identity, members of an organization are guided by ideas and act in accordance with their internal and external behaviors, as well as their planned activities ^[12]. "One Foundation, One Family" is the philanthropic philosophy behind One Foundation, and "Doing what I can for everyone" is its vision. In order to build a transparent public welfare platform, One Foundation has actively developed a strategy of "one platform + three areas". Its focus is on disaster relief, child care and training of public service personnel.

3.3 Analysis of the Common Problems of Cases

Brands associated with good causes, unlike commercial brands, are not used for commercial promotion. Their purpose is to create value for society. However, to date, very few philanthropic brands have been very impressive compared to many commercial brands. This is largely because many organizations spend more time on building than on branding at their inception. As a result, public benefit brands are often forgotten when they are first introduced to audiences. Therefore, brand identity design for public benefit organizations is of utmost importance. Building the brand image of social welfare organizations is related to the stability and long-term development of social welfare organizations.

3.4 Countermeasures and Suggestions

The problem of visual identity design for public interest organizations can be solved by some suggestions. First, the design should be standardized. The Chinese state or relevant advertising departments should develop a set of standards and specifications for the brand visual image design system of public service organizations, including the range of colors to be used, the use of design, etc. As a second part, a rating system for social service organizations could be implemented, which would not only encourage fair competition among public service organizations, but also guide audiences to choose the right public service organizations. Finally, Chinese government departments should pay more attention to public service organizations, especially financial support, which can help these organizations to relieve their operating pressure and guide them to allocate their resources rationally.

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