

Constructing Customer Perceptions of Corporate Visual Identity through Digital Communication: An Empirical Study on Mobilis

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Abstract

This study aims to examine the effectiveness of Mobilis' visual identity in shaping customers' perceptions from the perspectives of digital communication and corporate marketing. It focuses on the role of core visual identity elements—such as the logo, color palette, and website interface—in enhancing brand distinctiveness and building a cognitive and symbolic brand image among the target audience. The study adopted a descriptive-analytical approach and used a structured questionnaire as the main data collection tool. Data were collected from a sample of Mobilis customers in order to analyze their perceptions and evaluations of the visual identity and to assess how these perceptions influence their behavioral responses and digital engagement. The findings indicate that visual identity functions as an integrated visual communication system whose impact extends beyond aesthetic aspects to include digital user experience, institutional interactions, and strategic marketing communication. This integration contributes to strengthening brand presence and enhancing customer trust. The results also show that a simple and distinctive logo, combined with symbolically meaningful colors, facilitates brand recognition and recall, while employee interactions with customers represent the behavioral dimension of the visual identity and play an important role in shaping customers' overall impressions and satisfaction.

The study concludes that visual identity performs a dual strategic role: it supports effective digital communication and institutional interaction while reinforcing corporate distinctiveness and brand awareness, ultimately contributing to customer loyalty, sustained engagement, and enhanced organizational value.

Keywords: *Digital Communication ; Corporate Visual Identity ;Audience Perceptions.*

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I- Introduction :

Digital communication has become a fundamental component of contemporary organizational activity, enabling institutions to interact effectively with their audiences through various digital platforms and technologies. The rapid development of information and communication technologies has transformed communication practices from traditional one-way processes into interactive and dynamic exchanges that facilitate immediate access to information and services.

In the commercial sector, digital communication plays a strategic role in strengthening relationships with customers, improving service delivery, and enhancing institutional visibility. Through websites, social media platforms, mobile applications, and other digital tools, organizations can maintain continuous interaction with their audiences and respond more efficiently to their expectations and needs.

At the same time, corporate visual identity has emerged as an essential element in building a distinctive organizational image. Visual identity encompasses various components, including logos, colors, typography, and design elements that collectively contribute to brand recognition and differentiation. The effectiveness of these elements largely depends on the communication channels through which they are presented and promoted.

Within this context, digital communication serves as a key mechanism for disseminating and reinforcing corporate visual identity. By ensuring the consistent presentation of visual elements across digital platforms, organizations can strengthen customer awareness, enhance brand recall, and support long-term loyalty.

Accordingly, this study examines the role of digital communication in promoting and reinforcing the corporate visual identity of Mobilis from the perspective of its customers in the Wilaya of Relizane.

II. Methodological Framework of the Study:

II.1 Research Problem

The increasing competition within commercial markets has encouraged organizations to adopt innovative communication strategies that enhance their visibility and strengthen their relationships with customers. In this context, corporate visual identity

has become an essential strategic asset, as it enables organizations to differentiate themselves from competitors and establish a recognizable image among their target audiences.

Corporate visual identity includes a set of visual and symbolic elements such as logos, colors, typography, design styles, and other components that contribute to shaping the organization's image and reinforcing its presence in customers' minds. The effectiveness of these elements largely depends on the communication channels used to promote and disseminate them.

With the rapid development of digital communication technologies, commercial organizations increasingly rely on digital platforms to interact with customers, provide services, and promote their visual identity. Digital communication offers organizations new opportunities to maintain continuous engagement with audiences and strengthen brand recognition through various online channels.

In this context, Mobilis represents an appropriate case for examining the role of digital communication in promoting corporate visual identity. Therefore, the present study seeks to answer the following central research question:

How does Mobilis use digital communication to promote and reinforce its corporate visual identity among customers ?

This main question is addressed through the following sub-questions:

- What are the main components of Mobilis's corporate visual identity?
- What digital communication platforms and tools does Mobilis use to promote its visual identity?
- What services does digital communication provide to Mobilis customers?
- How does digital communication contribute to strengthening the distinctive characteristics of Mobilis's visual identity?

II.2 Significance of the Study

The significance of this study stems from its focus on the relationship between digital communication and corporate visual identity in the commercial sector. It seeks to contribute to a better understanding of how digital communication can support brand recognition, strengthen customer loyalty, and enhance the corporate image.

The study also provides practical insights for communication managers and marketing practitioners regarding the effective use of digital communication tools in promoting visual identity and improving customer engagement. Furthermore, it contributes to the growing body of research on digital communication and corporate identity within contemporary organizational environments.

II.3 Objectives of the Study

This study aims to:

- Examine the role of digital communication in promoting Mobilis's corporate visual identity.
- Identify the digital communication platforms and tools used by Mobilis to communicate with its customers.
- Explore customers' perceptions of Mobilis's visual identity and the effectiveness of digital communication in reinforcing it.
- Analyze the contribution of digital communication to strengthening the relationship between Mobilis and its customers.
- Provide recommendations that may help improve digital communication practices and enhance the effectiveness of corporate visual identity strategies.

II.4 Research Methodology:

Methodology may be defined as the systematic path through which scientific inquiry seeks to uncover truth by means of a structured set of principles that regulate cognitive processes and guide analytical operations toward the attainment of verified conclusions. Within the framework of social sciences, methodological rigor ensures the coherence, validity, and epistemological reliability of research outcomes.⁽¹⁾

The descriptive method is defined as a set of integrated research procedures aimed at systematically describing a phenomenon based on factual evidence, classification, organization, and rigorous analytical processing⁽²⁾, with the objective of generating accurate and comprehensive information that may lead to practical recommendations and empirically grounded conclusions. The descriptive approach is further associated with several derivative methodological orientations within scientific research, all of which converge on the systematic observation and interpretation of phenomena in their natural contexts.⁽³⁾

Accordingly, the present study adopts the descriptive method to investigate the materialization of the concept of corporate visual identity within Mobilis as a commercial institution. The study seeks to examine the practical

embodiment of visual identity and to assess the effective presence and functional activation of digital communication in promoting and reinforcing the institution's visual components among its customers.

The descriptive approach is particularly suited to monitoring and analyzing the reality of digital communication practices within commercial institutions. It enables the examination of how digital communication is strategically employed in constructing and consolidating corporate visual identity from the audience's perspective. Moreover, this method allows for the investigation of the phenomenon within its natural context without manipulating its variables, thereby facilitating a nuanced understanding of customers' perceptions and attitudes toward both digital communication and the institution's visual identity.

II.5 Research Instrument

The study employed a questionnaire as the primary instrument for data collection. An electronic questionnaire consisting mainly of closed-ended questions was designed to gather data related to customers' perceptions of digital communication and Mobilis's corporate visual identity.

The questionnaire was selected due to its suitability for collecting quantitative data from a relatively large number of respondents within a short period of time. It also facilitates data organization, statistical analysis, and objective interpretation of the results.

II.6 Research Population

The research population consists of Mobilis customers in the Wilaya of Relizane. This population was selected because customers represent the primary audience exposed to the company's digital communication activities and corporate visual identity through various digital platforms and communication channels.

Studying this population provides an appropriate basis for examining how customers perceive Mobilis's digital communication practices and the extent to which these practices contribute to reinforcing the company's visual identity.

II.7 Sample of the Study

The study adopted a purposive sampling technique. A total of 100 Mobilis customers from the Wilaya of Relizane participated in the study through an electronic questionnaire.

Mobilis was selected as the case study because it is one of the leading telecommunications companies in Algeria and relies extensively on digital communication to interact with customers and promote its services. Furthermore, the company maintains a consistent visual identity across its

digital platforms, making it an appropriate case for investigating the relationship between digital communication and corporate visual identity. The selected respondents were considered suitable for the study because they are direct users of Mobilis services and are regularly exposed to the company's digital communication activities and visual identity elements.

Conceptual Framework:

III.1 Digital Communication:

Christie Aho defines digital communication as a core competence for most professional activities, which individuals must acquire within the framework of conceptual understanding, production, transmission, and reception of communication media in both their professional and personal lives. Digital communication, in this sense, refers to the ability to establish effective communication through various digital media.⁽⁴⁾

In a similar vein, Dr. Mohamed Abdel Hamid conceptualizes digital communication as "the social process in which remote communication occurs between parties who exchange roles in sending and receiving diverse communicative messages through digital systems and media to achieve specific objectives" ⁽⁵⁾

III.2 Corporate Visual Identity:

Corporate visual identity refers to the visible and symbolic representation that signifies the existence of the organization and articulates the clarity of its institutional personality. It constitutes the cornerstone for identifying the distinctive characteristics of the organization, reinforcing brand presence, and enhancing competitive positioning within the marketplace. As such, corporate visual identity operates as a strategic semiotic system that consolidates brand recognition and institutional differentiation.⁽⁶⁾

III.3 Audience Perceptions:

According to Denis McQuail, audience perceptions constitute the cognitive framework through which individuals interpret media messages and construct attitudes and judgments toward issues and social actors. This framework is shaped by the interaction between individual experience, cultural context, and dominant patterns of media representation.

McQuail further argues that audiences do not passively receive messages, rather, they reinterpret and recontextualize them in accordance with pre-existing cognitive and value systems. Consequently, audience perceptions emerge as the product of a complex socio-cultural process rather than as a direct reflection of media content. This perspective underscores the interpretive and active dimension of audience engagement within mediated communication environments.⁽⁷⁾

IV. Field Study Framework:

IV.1 Gender Distribution:

Gender	Frequency	Percentage
Male	22	22%
Female	78	75%
Total	100	100%

Table 1: Distribution of the Sample by Gender

Table 1 shows the distribution of respondents according to gender. Females represent 78% of the study sample, while males account for 22%.

This distribution indicates a predominance of female respondents in the study. The variation is related to the composition of the sample that participated in the electronic questionnaire and reflects the characteristics of the respondents included in the study. Consequently, the findings of the study primarily represent the perceptions of female Mobilis customers regarding digital communication and corporate visual identity.

IV.2 Age Variable

Age Group	Frequency	Percentage
18-25	63	63%
26-33	28	28%
34 years and above	9	9%
Total	100	100%

Table 2: Distribution of the Sample by Age

Table 2 presents the distribution of respondents according to age. The results show that the age group 18–25 years represents the largest proportion of the sample (63%), followed by the 26–33 age group (28%). Respondents aged 34 years and above account for only 9% of the total sample.

These findings indicate that young customers constitute the majority of the respondents included in the study. This distribution suggests that the perceptions and opinions collected through the questionnaire mainly reflect

the views of younger Mobilis customers. The predominance of this age group may be associated with the greater use of digital communication tools and online platforms among younger individuals, which facilitated their participation in the electronic questionnaire.

Therefore, the study findings should be interpreted in light of the age composition of the sample, where younger respondents represent the most significant segment of participants.

IV.3 Educational Level Variable:

Educational Level	Frequency	Percentage
Primary	0	0%
Intermediate	1	1%
Secondary	1	1%
University	98	98%
Total	100	100%

Table 3: Distribution of the Sample by Educational Level

Table 3 presents the distribution of respondents according to educational level. The results show that respondents with a university education constitute the vast majority of the sample (98%), while those with intermediate and secondary education each represent 1%. No respondents reported having only a primary level of education.

These findings indicate that the study sample is predominantly composed of individuals with a university-level educational background. Consequently, the perceptions and opinions collected through the questionnaire largely reflect the views of educated customers who participated in the study.

The predominance of university-educated respondents may be related to the nature of the electronic questionnaire and the profile of customers who were willing to participate in the survey. Therefore, the interpretation of the study findings should take into account the educational composition of the sample.

IV.2.1 Duration of Using the Mobilis SIM Card

Response	Frequency	Percentage
Less than one year	19	19%
One year	5	5%
More than one year	76	76%
Total	100	100%

Table 4 presents the duration of Mobilis SIM card usage among the respondents. The results indicate that 76% of the participants have been using Mobilis services for more than one year, while 19% have been customers for less than one year. Only 5% reported using Mobilis services for exactly one year.

The findings show that the majority of respondents have relatively long experience with Mobilis services. This characteristic is relevant to the study because long-term customers are more likely to have been exposed to the company's digital communication activities and visual identity elements over an extended period.

The presence of respondents with different periods of service use also contributes to the diversity of viewpoints represented in the study. Consequently, the collected data reflect the perceptions of both long-term and relatively new customers regarding Mobilis's digital communication practices and corporate visual identity.

IV.2.2 Implications of Digital Communication in Attracting New Mobilis Customers

Response	Frequency	Percentage
Immediacy in information dissemination	47	47%
Multiplicity of digital communication channels	25	25%
Digital advertising across platforms	28	28%
Total	100	100%

Table 5 indicates that 47% of respondents believe that digital communication enables Mobilis to reach its target audience primarily through immediacy and real-time information dissemination. Meanwhile, 28% consider digital advertising across platforms as the main factor in expanding the customer base, whereas 25% attribute this expansion to the multiplicity of communication channels.

These findings highlight the central role of speed within digital corporate communication systems, where time has become a decisive factor in communication effectiveness. Immediacy allows organizations to respond quickly to customer concerns, enhancing the perception of proximity and care, and fostering institutional trust. This aligns with interactive communication models, which emphasize that communicative value depends not only on message content but also on the speed of its delivery.

The emphasis on digital advertising reflects the growing importance of digital marketing communication in strengthening institutional presence within digital spaces. Beyond promoting services, digital advertising reinforces visual identity through repeated exposure to symbolic elements such as color, logo, and typography, enhancing memorability and differentiation in saturated communication environments.

The recognition of multiple communication channels underscores the importance of channel diversification, enabling organizations to reach different audience segments based on their preferences. This aligns with integrated communication approaches that stress coordination across multiple channels to achieve communication effectiveness.

IV.2.3 Attractiveness of Mobilis Digital Offers

Response	Frequency	Percentage
Always	62	62%
Sometimes	25	25%
Rarely	13	13%
Total	100	100%

Table 6 indicates that 62% of respondents reported that Mobilis' digital offers always capture their attention, whereas 25% stated that such offers attract their attention sometimes, and 13% declared that they rarely do so. This distribution demonstrates heterogeneity in respondents' exposure and responsiveness to digital advertising stimuli.

The predominance of the "always" category suggests a relatively high level of attentional effectiveness of Mobilis' digital communication outputs. This finding is consistent with the assumptions of Integrated Marketing Communications (IMC), which posits that message consistency, visual integration, and repetitive exposure enhance cognitive salience and recall probability.

The "sometimes" category reflects a moderate and contingent level of engagement, likely mediated by situational variables such as message relevance, temporal context, and perceived informational value. This pattern is congruent with relationship marketing perspectives, which conceptualize audience engagement as dynamic, episodic, and context-sensitive rather than stable.

Conversely, the "rarely" category indicates a lower level of attentional responsiveness, which may be associated with factors such as message saturation, reduced differentiation, or limited interactive design. This result suggests potential constraints in the effectiveness of certain digital communication executions, thereby indicating the need for optimization of content strategy and engagement mechanisms.

IV.2.4 Interaction of Mobilis Facebook Page with Customer Concerns

Response	Frequency	Percentage
Always	12	12%
Sometimes	64	64%
Never	24	24%
Total	100	100%

Table 7 shows that 64% of respondents indicated that Mobilis' Facebook page responds to their concerns sometimes, while 24% reported that they never receive responses, and only 12% stated that responses are always provided. The results indicate that the dominant evaluation is concentrated in the "sometimes" category.

A comparative reading of the distribution reveals a clear gap between occasional responsiveness and consistent interaction, with the latter representing the lowest proportion (12%). At the same time, the presence of nearly one-quarter of respondents reporting no response (24%) highlights a non-negligible level of perceived absence of interaction.

Overall, the pattern suggests that user–page interaction is unevenly distributed, with a tendency toward irregular responsiveness rather than stable or systematic engagement.

IV.2.5 The Effectiveness of Mobilis' Visual Identity in Customers' Minds

Response	Frequency	Percentage
Distinctive with attractive colors	21	21%
Simple logo incorporating creativity	39	39%
Consistent visibility across all communication channels	40	40%
Total	100	100%

Table 8 presents respondents' perceptions regarding the factors that contribute to the effectiveness of Mobilis's visual identity. The results show that 40% of respondents consider the consistent visibility of the visual identity across all communication channels to be the most important factor. This is closely followed by logo simplicity and creativity (39%), while attractive colors account for 21%.

These findings suggest that respondents place greater importance on the consistent presentation of visual identity elements across communication channels than on any single visual element considered separately. The close percentages recorded for consistency (40%) and logo simplicity (39%) indicate that both factors are perceived as essential components of an effective visual identity.

The results also reveal that visual identity effectiveness is associated not only with aesthetic aspects such as colors and design but also with the organization's ability to maintain a coherent visual presence across its communication platforms. This consistency may contribute to strengthening recognition of the brand and facilitating its identification by customers across different digital communication channels.

IV.2.6 The Role of Colors in Building Mobilis' Visual Identity (Table 13)

Response	Frequency	Percentage
Supportive	61	61%
Neutral	33	33%
Opposed	6	6%
Total	100	100%

The findings of Table 9 indicate that 61% of respondents support the impact of Mobilis' logo colors in expressing its visual identity, compared to 33% who remain neutral and only 6% who oppose this view. This distribution reflects a clear consensus regarding the importance of color in shaping the first impression of the organization, confirming that color is not merely an aesthetic component but a powerful symbolic tool influencing subconscious consumer perception.

From a Visual Semiotics perspective, the green color used in the Mobilis logo symbolizes life, continuity, trust, and growth values that align closely with the company's role in the digital telecommunications sector. The repeated use of green across various digital platforms enhances immediate brand recognition and contributes to embedding the visual identity within collective memory.

From a Digital Marketing and Corporate Communication perspective, color functions as a key tool for brand differentiation in a highly competitive market. It not only attracts attention but also conveys symbolic meanings related to reliability and continuity, thereby enhancing brand equity and strengthening brand positioning.

From a Corporate Digital Communication angle, the consistent use of green ensures visual coherence across digital channels, including the website, social media pages, and digital campaigns, thereby creating a consistent digital experience. Furthermore, it contributes to building a strong digital reputation, as the color becomes associated with professionalism and trustworthiness in customer interactions.

IV.2.7 Green as a Competitive Differentiation Element (Table 10)

Response	Frequency	Percentage
Agree	55	55%
To some extent	37	37%
Disagree	8	8%
Total	100	100%

Table 10 indicates that 55% of customers believe that the green color provides Mobilis with a competitive advantage, while 37% partially agree and only 8% disagree. This distribution highlights that green is perceived not merely as a visual attribute but as a strategic identity element contributing to brand differentiation.

From a Brand Management perspective, green operates as a cognitive shortcut, enabling immediate recognition without the need to process textual information, thereby enhancing brand recall and recognition.

The partial agreement (37%) suggests that while color is important, customers also consider other visual identity components—such as logo design, typography, and overall visual style—as essential for achieving a fully integrated identity. This aligns with Integrated Corporate Identity approaches emphasizing the need for coherence across all identity elements. The minority opposition (8%) may reflect differences in cultural perception, prior experiences, or personal preferences, highlighting the importance of adapting visual communication strategies to diverse audience segments.

IV.2.8 Logo and Automatic Recall (Table 11)

Response	Frequency	Percentage
Supportive	64	64%
Neutral	30	30%
Opposed	6	6%
Total	100	100%

Table 11 indicates that 64% of respondents affirm that the Mobilis logo contributes to the institution's automatic recall, while 30% remain neutral and 6% express disagreement. This distribution suggests that the logo is perceived as an effective element in establishing a strong mental presence of

the brand among the audience, while also reflecting variations in responses due to differences in perception and prior customer experiences.

An effective logo functions as a visual stimulus that facilitates the transition from simple perception to automatic recall, thereby enhancing memorability and supporting the organization's positioning in a competitive environment. The relatively high level of agreement (64%) confirms the logo's ability to establish stable associations between the brand and its audience, contributing to the reinforcement of visual identity and the creation of a consistent customer experience across both digital and non-digital touchpoints.

Conversely, the neutral segment (30%) indicates that respondents recognize the role of the logo in recall, but do not consider it the sole determinant. Other visual elements, such as color schemes, typography, and advertising design, may also influence brand recall. This highlights the importance of ensuring coherence and integration among the different components of the corporate visual identity.

The minority of respondents expressing disagreement (6%) suggests that a limited segment of customers does not perceive a strong association between the logo and brand recall, or considers its presence in digital communication insufficiently prominent. This may be linked to differences in exposure, individual experiences, or perception of visual communication.

Overall, the findings indicate that the logo extends beyond a purely aesthetic function to serve as a communication element that enhances brand awareness and strengthens visual identity in customers' minds. The results also emphasize the importance of consistently integrating the logo across digital platforms, including advertisements, social media, websites, and mobile applications, to maintain a stable and recognizable brand presence.

In conclusion, the Mobilis logo plays a central role in facilitating automatic recall, reinforcing visual identity, and supporting the institution's positioning in the minds of its audience. However, its effectiveness remains dependent on its integration with other visual identity elements within a coherent and consistent digital communication strategy.

IV.2.9 Table 12 The Human Dimension of Visual Identity (Employee Interaction)

Response	Frequency	Percentage
Agree	68	68%
Agree to some extent	28	28%
Disagree	4	4%
Total	100	100%

The table indicates that 68% of customers affirm that the way Mobilis employees interact directly influences the institution's visual image, while 28% agree "to some extent," and only 4% express disagreement. This distribution reflects the audience's awareness that corporate visual identity is not confined to logos or color schemes alone, but extends to encompass human behavior and interaction, commonly conceptualized as Behavioral Identity.

From a Corporate Semiotics perspective, the employee functions as a symbolic signifier that embodies the organization's values and translates visual identity elements into tangible behaviors experienced by customers. Friendly interaction, responsiveness to inquiries, and professional conduct reinforce positive perceptions and transform each digital or face-to-face encounter into an integrated communicative experience that supports the brand. The segment that selected "to some extent" (28%) suggests that the behavioral impact of employees may vary depending on specific situations or digital channels, highlighting the need for continuous organizational alignment to standardize interaction practices.

Within the framework of Corporate Digital Communication, the employee's role extends to the organization's engagement with its audience platforms such as Facebook, Instagram, and email, where each response or comment serves as an indicator of professionalism and customer orientation. This contributes to strengthening customer loyalty and building a robust digital reputation.

From a Relationship Marketing perspective, employees are viewed as strategic communication channels through which brand values are conveyed

and visual identity elements are embodied in a tangible manner. Through daily interactions, employees contribute to creating a more integrated and impactful customer experience, generating long-term effects on the collective perception of the audience.

The small proportion of disagreement (4%) may reflect isolated cases in which customers did not experience consistent professionalism or coherence in interactions. This underscores the importance of continuous training and quality management in customer service to ensure alignment between employee behavior and the institution's visual and marketing identity.

IV.2.10 Digital Interface and Service Quality (Table 13)

Response	Frequency	Percentage
Supportive	53	53%
Neutral	38	38%
Opposed	9	9%
Total	100	100%

The table results indicate that 53% of respondents believe that the website interface influences their evaluation of the quality of Mobilis services, while 38% remain neutral and 9% express disagreement. This distribution reflects customers' awareness of the importance of the overall digital experience as an integral component of their interaction with the institution. Service quality is no longer confined to the core product or service itself but extends to include the digital interface and user experience.

From the perspective of Corporate Digital Communication, the website interface constitutes a visual and non-verbal communication medium that translates the institution's digital identity and organizational values into a direct customer experience. A professionally designed, user-friendly, and visually consistent interface enhances trust and conveys a sense of professionalism, thereby making interaction with the institution more seamless and meaningful.

The neutral segment (38%) suggests that the perceived impact of the interface may vary depending on customer expectations and levels of digital engagement. This highlights the necessity of analyzing user behavior and

designing flexible interfaces capable of accommodating diverse audience needs.

The opposing group (9%) represents a limited indication of potential shortcomings in user experience, whether related to ease of navigation, clarity of information, or alignment with the institution's visual identity. From a Digital Reputation Management perspective, any weakness in website experience may undermine trust and negatively influence the overall evaluation of the institution.

From a Digital Marketing and Communication standpoint, the website interface functions as a key tool for embodying marketing messages through visual elements such as images, colors, typography, and content layout. Ensuring coherence with the institution's visual identity enhances visual distinctiveness in customers' minds. Accordingly, the website does not merely serve an informational role but represents a strategic platform for strengthening brand equity, managing customer relationships, and fostering digital loyalty.

V. Study Findings:

- The results pertaining to the demographic characteristics of the study sample indicate that Mobilis' audience is predominantly young, educated, and exhibits a significant female presence, characteristics that align with the nature of digital communication, which relies on interactivity, speed, and visual appeal. These findings further suggest that digital communication serves as a primary channel for conveying the institution's visual identity to an audience capable of comprehending and consciously interacting with its symbolic and visual elements.

- The findings reveal that digital communication plays a pivotal role in enhancing customer loyalty, attracting new audiences, and supporting the marketing effectiveness of Mobilis. They also confirm that the audience clearly recognizes the significance of digital communication in service improvement and in building sustainable customer relationships, thereby strengthening the visual identity's positioning in the minds of customers.

- The results affirm that digital communication constitutes a core element in shaping the relationship between Mobilis and its customers. However, its effectiveness is contingent upon levels of engagement and responsiveness, rather than mere digital presence. Facebook emerges as a central platform in both corporate communication and digital marketing, while the primary value of digital communication for customers lies in

effort reduction and service experience enhancement. In contrast, email's role diminishes in favor of more immediate and interactive channels, necessitating the realignment of communication strategies in accordance with digital audience expectations.

- The study indicates that Mobilis' visual identity is constructed through a complex interplay between semiotic elements (color, logo, typography), digital communication practices, and the institutional behavior of employees. Digital communication serves as a central conduit for this identity, not only in its aesthetic dimension, but also in its symbolic, marketing, and strategic functions.

- The findings confirm that Mobilis' visual identity is not solely static in its formal elements, but interacts with employee behavior, whereby each individual interaction can either strengthen or weaken the institution's image. The results highlight the importance of integrating digital communication, corporate marketing, and human behavior into a cohesive strategy for building a strong reputation and a sustainable visual identity in the minds of customers.

- The results indicate that Mobilis' website interface plays a central role in shaping the digital customer experience, consolidating visual identity, and enhancing trust in the institution. They further underscore the necessity of continuously updating digital design and functionality to align with the evolving expectations of the digital audience, integrating visual and interactive dimensions as essential components of the institution's corporate and marketing communication strategy.

VI. Conclusion

Communication within commercial organizations has evolved from a mere traditional information exchange to a strategic and pivotal element in organizational success and service management. Digital communication stands at the forefront of these developments, enabling organizations to reach wide and diverse segments of the target audience through its instantaneous and real-time capabilities for updating information and addressing customer inquiries and concerns submitted via various digital platforms, such as email, official Facebook pages, Instagram, WhatsApp, and others.

Digital communication also allows organizations to employ multifaceted techniques for disseminating digital advertising in a modern, contemporary, and cost-effective manner, thereby enhancing their capacity to reinforce their visual identity in the minds of the audience. This is achieved through

digital communication strategies that enable commercial organizations to highlight their visual identity elements—including the brand, logo, packaging style, and visual designs—on a daily and continuous basis, ensuring a persistent presence in front of the target audience.

Furthermore, digital communication contributes to establishing a perpetual spatiotemporal presence, which strengthens the embodiment of visual identity and allows the organization to showcase its uniqueness and competitive differentiation in the marketplace. Consequently, digital communication becomes a fundamental tool for fostering customer loyalty, consolidating organizational positioning, and achieving institutional distinctiveness amidst the intense competition prevailing in contemporary market.

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