معايير الهوية البصرية لتصميم دليل مطبوعات المنشآت أوالهيئات باختلاف أنشطتها

Visual identification criteria for the design of the publications manual of according to their activities establishments or bodies

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Abstract:

The problem of the research can be framed in the following main question: What are the considerations to be followed when designing the visual identity of any establishment, institution, service organization, industrial or commercial entity to produce a design guide for advertising campaign publications?

The research aims are to achieve several objectives:

1. Access to the list of visual identity design criteria to produce a guideline for the publication designer must be followed when designing the identity of institution publications.

2. Develop a list of criteria for logo design within the Visual Identification Guide System.

3. Develop a list to classify the design patterns of logos commonly used within the visual identification guide system.

Competitiveness in the world of consumer societies today, whether produced or imported, requires what is known as visual identity or marketing identity (Branding), and the enterprises with its different activities compete to develop a guideline to this identity that distinguishes it and distinguishes its products. Therefore we as teachers of design in Department of Printing, Publishing and Packaging, Applied Arts faculty should care for studying the required considerations of designing the visual identity of the facility, institution, or organization either commercial, industrial, or service.

The Conclusion of the study is that the design of the visual identity could be formed as a publications guide through five factors; First is following the criteria of the design idea of the logo, second is using the style of the logo design, third is designing of a distinctive decorative unit, fourth is choosing distinctive colors, Fifth is designing a distinctive typography.

Also it's proved through the statistical results of the research, that the design criteria, design style, design of the distinctive decorative unit, chosen colors, and the typography style are indicators of the standards of visual identification.