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Principles of visual identity building for guidance systems in exhibition Booths

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Summary

The modern trends in designing guidance systems have sought to create new artistic styles through the visual effects by which the designer creates attractive and dazzling form in the design and highlights the company's declared goals distinguishing it from the competing companies and clarifies its personality and identity to the public.

Guidance systems are code-based systems. The importance of symbols in these systems is due to the visual and cognitive role they play in guidance within the environment itself and how to establish an emotional relationship that ensures the loyalty and acceptance of the recipient. Thus, the role of the symbols does not limited only to the design aspect, but also to the cognitive aspect representing its role as one of the elements of building the visual identity for the place or the service advertised.

In the light of the development of production technology and printing technology over the past years as well as the development of design and production means, several concepts have changed in the design of guidance systems, especially with the emergence of interactive techniques, which have led to increase competition between the innovative and technical design of these systems starting from the idea to implementation, as high competition and open market policies have greatly influenced the development of design and production systems. Therefore, this research aims at monitoring the principles of building the visual identity of the guidance systems in the exhibition Booths.

To achieve this goal, the research was divided into four main parts. The first part focuses on the visual identity and the design of the contemporary advertising. The second part deals with the concept and characteristics of the guidance systems for the exhibition Booths. The third part presents the impact of digital technology on the design of the guidance systems. The last part ends with monitoring the principles of visual identity building of guidance systems for exhibition Booths in the light of digital technology.