

**دور الهوية البصرية في بناء صورة الماركة (إدراك المتلقي الأجنبي لصورة الماركة المصرية)****The role of Visual Identity in brand image building  
(The foreign consumer perception of Egyptian brand image)**

الباحث/ أحمد أحمد حلمي

باحث دكتوراه - قسم الإعلان - كلية الفنون التطبيقية - جامعة حلوان

**Abstract**

The world is currently in a state of intense competition to increase the financial and economic resources of each corporate "foundation" as a result of globalization and the huge technological development we are experiencing, which in turn removed geographical borders and cultural barriers. This opened the door for individuals (the audience) to compare between products and brands. The concepts and roles have changed, That making the communication process an interactive process so that the audience becomes involved in the composition of the communication message and his role is not limited to receiving the message only. The design of a distinctive visual identity which can remain in the memory of the audience, one of the most important ways to improve the image of the brand and attract the attention of the recipient, and helps to compete and achieve the brand aims set. Where visual identity can convey the image of the brand positively, it carries alongside the structural reality of cognitive dimensions are symbolic implications, suggesting meanings and ideas affect the mind and emotion of the audience, the result of the special characteristics acquired elements.

Therefore, corporates resort to the exploitation of applications of visual identity to create images and symbolic gestures towards the brand and working to convince the audience and affect his purchasing decisions. Nevertheless, many of Egyptian brands lack a distinctive visual identity that achieves their goals and expresses their personality, culture, and values.

The results of the study found that the foreign audience has a negative image about the Egyptian brand, among which is the absence of a distinctive visual identity and the advertising campaigns not linking with the visual identity, So losing the competitive advantages it needs to support it in the market competitive.

**Keywords: Brand - Visual Identity - Brand Image - Purchasing Behavior**