Designing a visionary

modern corporate identity by inspiration from the Islamic motifs

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The core conference: The civilization and build a creative man Abstract;

The Islamic civilization has a lot of qualities and solutions associated with all aspects of life. This because of what it includes of intellectual, spiritual, psychological, physical and material foundations. The Islamic art is "sophisticated" and full of variable, decorative units, in the repetition of these units there is a dynamic rhythm that addresses the spirit, the mind andsends love of beauty to the self. These units are considered a source "to inspire creative design solutions in advertising field in general, and in the corporate identity design in particular, it has an important role in the communicative with the target audience To educate them about the content of the corporate identity , it is represented in the visual graphic elements such as lines, shapes and colors. So on designed in an expressive style to transfer as much information and data on the product or company according to this context.

We can determine the problem in the need to design a modern corporate visionary identity from Islamic motifs by inspiring from the Islamic decorative units. **The research aims** to devise a modern formulation of Islamic motifs for the corporate identity design to design graphical, visionary identity of the institutions. The paper deals with the following topics:

The first topic: The types of Islamic motifs, their aesthetical characteristics and philosophical dimensions

The second topic: corporate visionary identity from the side of "concept -

ingredients - general features.

The third topic: The conclusion of aesthetical qualities and philosophy of Islamic motifs to design a corporate visionary and graphical identity.

The research reached many results such as;

Applying the aesthetical characters in creating a contemporary design for a visionary, graphical identity for the corporates to add a civilized, aesthetical value. As the research concluded the philosophical and aesthetical qualities of the Islamic motifs in designing visionary, graphical identity for the institutions and apply them in designing prototypes of visionary identities for the corporates.