

## تطويع فن التيبوغرافي في التصميم الإعلاني لتأصيل الهوية البصرية في الإعلان السياحي

### Adapting the typography art in advertising design to enhance the touristic advertising visual identity

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#### Abstract:

The art of typography is one of the most important types of art that allows the graphic designer to design a strong visual language in the design because it has an effective role in connecting the mind and rooting the symbols of visual identity through symbolic and expressive links to the Arabic characters as visual support elements of the tourism advertising by combining the picture and the Arabic letters to provide A dazzling advertising design designed to deepen the mental impact of ancient Egyptian art for the development of Egyptian tourism. The art of typography is characterized by strong aesthetic and decorative values that can be adapted to serve the distinctive tourist identity of the ancient and nascent Egyptian heritage of Egyptian cultural history. So, the issue we are discussing in this paper lies in the lack of awareness of the designer by the use of the arts of typography in the design of advertising, despite the ability to root the old Egyptian identity by drafting a visual aesthetic affecting the recipient of the message, Due to the economic crisis and the decline of tourism in Egypt in the past years, which require the presentation of high-impact creative design to express the cultural heritage of Egyptian tourism. The aim of the research is to shed light on the power of the art of typography in establishing the ancient Egyptian visual identity for the development of Egyptian tourism and attracting the recipient. Therefore, the study is concerned with clarifying the possibility of benefiting from the art of typography in deepening the old Egyptian visual identity for the advancement of Egyptian tourism, thus increasing the improvement of the Egyptian tourism and civilization returns, which is reflected positively on the economy. The research follows the analytical approach through the analysis of some ads that were created through the art of typography, as well as the experimental approach to design a group of ad models that volunteered the art of typography to root the ancient Egyptian visual identity. One of the most important results of the research is that the adaptation of the art of typography offers creative advertising solutions that positively affect the rooting of the ancient Egyptian visual identity, which enriches the content of the advertising message and revives the tourism and civilization of Egypt. And we conclude from the results of the research that the use of letters and the art of typography in advertising has an effective role in deepening the impact of advertising messages as a visual communication to increase the competitiveness of Egyptian tourism.

**Keyword:** Typography Art - visual identity - touristic advertising - advertising design - Arabic typography - visual identity