

الهوية البصرية لماركات الأزياء العالمية وأثرها فى بناء الصورة الذهنية للمستهلك
**Visual Identity of Global Fashion Brands and its Impact in Building the
Mental Image of Consumer**

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▪ **Abstract :**

The visual identity is one of the most important elements of the general identity of the global fashion brands, and it is the key to the first impression of its business activity, through which access to the consumer and the definition of the products and services provided by highlighting their characteristics and advantages and marketing them using specific methods and techniques Which aims to reverse their vision and objectives, and exiting brand image and positive impression affects the ideas and decisions of the consumer and help him to satisfy his needs and desires, which leads to strengthen the status of these brands and build a strong mental image of the consumer accompanied by loyalty to them .

▪ **Keywords:** (Identity - Visual Identity - Brand – Brand Image – Consumer) .