

## Philosophy of Design Egyptian Banknotes Identity

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### Abstract:

The research commences by providing a definition of banknote identity and how it relies on the utilization of its varied elements. Furthermore, the scrutiny endeavors to examine banknote design policies and the accompanying culture which informs processes relating to policy development. The study describes the influence of Egyptian civilizations on the design of banknotes focusing on its architectural provision and aspects such as leadership which culminated in the region's success.

Through the study, an inquiry into the relation between the policies used in designing banknotes in comparison to stakeholders' policy is anticipated. In addition, it also focuses on adapting the use of security elements as a design element in banknotes while ensuring some balance in designing community identity. The denominations synonymous with Egypt have varying sizes and shapes. The research aims at establishing the phenomena's occurrence while highlighting the colors which accrue to banknote colors and the accompanying culture practiced in Egypt.

Egyptian banknotes incorporate features which offer an allowance for the narration of different stories. The research explains the design features utilized in banknotes to facilitate such capacities. It evaluates the symbols and images which can efficiently represent the country while scrutinizing banknote front and back design strategy. It also articulates the importance of a balance between banknote design productivity and usability.

The research concludes by presenting factors for consideration by the CBE in designing the new polymer banknotes. It focuses on the utilization of various facets affiliated with Egypt for the design of polymer banknotes by using the Egyptian civilizations arts including Pharaonic, Coptic and Islam arts. And the new Egyptian banknote design must be reflect Egypt with its full culture and arts. Moreover, it addresses strategies for improving the functionality of newly designed polymer banknotes.

### Key words:

Central Bank of Egypt(CBE), Banknote Identity, Philosophy of Design, Polymer Banknotes, Egypt Civilizations, Islamic Arts, Coptic Arts, Pharaonic Civilization, Community Culture, Banknote Design Policy, Banknote Design Strategy, (OVD) Kinegram .