

Color and Visual Communication to Create Brand Space Identity in Interior Design

Associ. Prof. Dr. Dalia Mohammed Ezzat Selim

Associate Professor, Interior Design and Furniture Department, Faculty of Applied
Arts, Helwan University, Egypt.

drdaliaezzatz2016@gmail.com

Associ. Prof. Dr. Ahmed El Shakhs

Associate Professor, Architecture and Design Department, Collage of Engineering, Abu
Dhabi University, UAE

shakhs_00@hotmail.com

Abstract

Color is one of the most dominant tools for designing compelling environments. It holds aesthetic value and has significance when assessing design elements. Color is the design element that charms us, emotionally and mentally, and is considered the most influential instrument in the hands of the designer as it is permanently stored in our memory. Colors are fundamental features of our visual sensitivity and environmental experience. In addition, it has the power to attract people to space and it is used to encode the place by linking the color to certain brands in complex globalized networks. To reflect, an increase in branding has been one of the most effective marketing phenomena nowadays, and has been included in most commercial business' strategies. Branding places today has been modified deeply from the perspective of identity and image viewpoint. The overall design of a building and its spaces should reflect a clear purpose; moreover, it is beneficial to establish controlled and reliable rules and hidden agreements between the brand and client through color. **This paper questions;** How brand design creates a lasting appearance that bridges today with where the brand will grow over time? What is the color brand strategy to create place identity and space communication? How branding feeds into globalization, which has become significantly relevant, increased market entry, and efficiency of international travel? Since the relationship of color to space is one of the main objectives of active design to create a suitable agenda for specific functions, a thorough **theoretical** examination of the mental and physical impacts of color has been conducted, **and an analytic study** of the branding of companies specialized in providing mobile phone services in Egypt has been incorporated. The **objective of this** is to facilitate the bridging of emotional connections between clients, cities, and regions to accelerate brand growth and integrate color as a branding principle in Interior Design.

Key Words:

Brand Place - Place identity - Color Space Communication.