

Implementing dynamic branding categories for designing cultural brands logo

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Abstract:

Time has had a great effect on the brand's visual appearance, most brands tend to have logo changes to cope with the vast changes in the market and hence fulfilling the consumer's needs. The brand evolution has become a common demand in a lot of fields, to stay tuned with the consumer changes and to always sustain the visual appeal to attract their consumers along with prospected ones. Thus, the brands lean to change their logo over the years (once or even many times). The cultural and social brand has tended to change their logos to meet the consumer taste. A new approach has been practiced to overcome this obstacle which is dynamic branding. Dynamic branding has opened the room for the brands to stay alive and always be changing. They presented a whole new system for designers to consider how their logo can stay flexible and variant over time. The dynamic branding allows the designer to experiment with a lot of options to accomplish the best choice for their brand to benefit from the persistent update. Consequently, staying up to date with the market and give the brand a vibrant appeal. Therefore, the researcher believes that the dynamic branding should spread more in the design field especially in the cultural and social field to accommodate the brands' need to stay alive and moving with the consumer progression.

Key words:

Visual Identity, Brand visual appeal, Dynamic Branding, Flexible Design System