

## An analytical study of the dual vision of hidden messages in trademarks design

Assist. Prof. Dr. Neveen Mohamed Ahmed El Refaie

Assistant Professor, Department of Advertising Production, Media Sciences Division,  
International Academy of Engineering and Media Sciences.

[Neveenrefaie2@gmail.com](mailto:Neveenrefaie2@gmail.com)

### Abstract:

Understanding the brand determines its nature as it is a dynamic information tool that is subject to interpretation and reformulation of all associated understanding, remembering and response, so companies focus on developing their design from competitiveness; And it sets future strategies based on the consumer and society. The use of a dual vision opens the door for the brand to live up to a new level of vision in which an information context is formulated and designed in an appropriate manner that ensures the process of remembering, responding, and entrenching the name of the company with the consumer and the market. The research is the **necessity** to study the use of dual meaning in brand design and the different meanings that it may bear, and converting ideas into innovations and practical facts, using the double vision? Can dual design values be derived from the exploitation of spaces as visual support elements in brand design? The **importance of it** lies in emphasizing the value of strong trademarks in the differential effect of consumer awareness of them and their response to the product, stressing the importance of visual space that creates a double vision in the meaning that serves its purpose in brand design, and emphasizing the effect of this double vision on the consumer remembering it? **It aims** to study the hidden ideas resulting from the double vision in designing brands and their role in creating the required response, and the analytical critical research approach for a group of brands in which the double vision method was used and its role in the audience's remembrance of it and consolidating the mental image of the company.

### Keywords:

Trademarks, double vision, hidden messages, memory.