

Implementation of Brand's Visual Identity in The Design Of Commercial Window Display

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Search Abstract:

It is noticeable that the vast majority of organizations compete in importing ideas, methods and means that would achieve marketing popularity only without paying attention to the visual identity of the organization or the brand, so it was necessary to define the problem and select designing standards, that achieve the balance between the promotional function of the display window and the visual identity of the organization. It is necessary to go into the roots of the problem, given that the Egyptian markets are the ones that have their own conditions of interaction and influence on the customer.

This research, presents some internationally successful models in merging the visual identity of the brand with achieving goal of the display window which is the attractiveness in displaying the product and achieving its marketing and advertising role, as well as analyzing some Egyptian models that suffer from neglecting this design problem, and then setting some standards and applying them on some models of Egyptian brands in the Egyptian market.

Research Objective:

To study the usage of the visual identity of the brand in designing new modern display windows.

Research Methodology:

The descriptive approach of some of the visual identity models to extract the results, and then the applied approach to designing some samples of visual identity designs by the researcher.

Key Words:

Brand - Visual Identity –Windows Display.

Search Problem:

The optimal use of the visual identity elements of the organization in the design of their display windows and the use of inspiration in design to attract only attention and omission of the role of visual identity elements of the organization, and therefore the problem of the research appears in an attempt to answer the following question:

How can the visual identity elements of an organization be used in the design of display windows?

The importance of the research:

The importance of the research is in achieving the optimal use of visual identity elements in the design of display windows of an organization.

Research Assignments:

If visual identity elements and vocabulary are used in the design of display windows of an organization, they will create a more expressive mental image in influencing the decisions of the customer.

Introduction:

Visual identity is one of the most important factors in the success of brand promotion methods, works and future vision, as visual identity is the defining feature of the brand or product in the surrounding environment, it plays an important role in the way the organization expresses itself to customers.

If the use of visual identity elements in the presentation window is one of the most important factors affecting the recipient's perception of the nature of an organization or a product, to exploit them in restoring the mental relationship between the customer and the organization, or to create a new mental image, which is reflected in a cycle on their competitiveness.

The research deals with a study of the elements of visual identity and design methods and techniques to exploit these elements, to reach a mental image that affects the impressions and decisions of the recipient, thereby enhancing the position of the organization.

As a start to the study and analysis of the research problem, it was necessary to mention some definitions, which are the following:

1 .Display Windows:

"The term commercial display windows are essentially related to the windows or display of the shops, which help the customer to know the nature of the products or services that the brand (the organization) provides, it is the most important part of the design of the stores, it is the first place where the public meets with the brand, and through it creates a certain impression about the brand".

2 .Brand Image:

It is the customer's mental image that creates confidence in any production that contact its name, and helps the customer accept any new production before it appears, resulting in higher sales or activation of services.

3. Visual Identity:

"It is a system of visual icons that are designed and joins the visual forms, colors, writings and applications of different applications, and all aspects related to the organization that deal directly with the senses of the customers of the image, sound and texture, and all related to the sales environment or customer service offices, location of the organization, its shape, its decorations and furniture, and clothing of its employees".



Display Window Targets:

The purpose of the windows offer is to create a situation of influence on the purchasing behavior of potential consumers of goods and services produced by organizations, and to achieve the conviction of consumers to buy in the first place, and we can summarize this through some of the following methods:

1. By providing information and data about the item.
2. By changing desires by highlighting the benefits that the consumer has in buying or using the commodity.
3. Changing consumers' preference for different brands and shifting their preference from a competition brand to the one sought.

Analytical Study:

An analytical model of the visual identity of an Egyptian organization:

Brand Name	Mobaco Cotton
Name Indication	- The association of the use of the term cotton with the name may give an indication of the quality and category of products and exhibits, thus facilitating the description of quality and product details through the name only.
Slogan	- There is no specific slogan, based on the use of the term cotton in the brand identification name.
Logo	 <p>- The use of the animal element (camel) in the form derived from nature is an indication that the product was produced using natural materials, in addition to the element of formation in the drawing of the logo avoiding drawing the logo in detail, and merely drawing it in an abstract form (silhouette) using the black color to express clarity and simplicity and highlight the contrast in the use of the logo with any other elements of the formation, which helped in one way or another in expressing the simplicity, quality and originality of the product, and linking these qualities mentally to the presence of the recipient.</p> <p>- The existence of an abstract form of man riding camels has linked productive and emotional use to nature.</p>
Color Theme	 <p>- The use of black and white to highlight contrast, which is indicative of simplicity, can be interpreted as a kind of expression of the ease of the recipient's attachment to the brand.</p>

Symbols	<ul style="list-style-type: none"> - The animal is used in the logo as a symbol of the product. - The man in the logo for the symbolism of the recipient (user) and a mental link using the product which suggests direct use of the elements of nature.
Fonts	<p style="text-align: center;">MOBACO COTTONS</p> <ul style="list-style-type: none"> - The use of fonts in English and their choice of a type of font may be characterized by simplicity without resorting to plastic decorations, which led to the reading of the name till the end with clarity, speed and ease and mental attachment to the recipient effortlessly.



A Window for Mobaco Brand at City Center Mall (Cairo).

By analyzing the usage of the visual identity elements of the brand (Mobaco) in the design of its windows display, the researcher noted the lack of optimal use of identity elements in the design, where the product only and the placement of the brand name and the use of the color group, ignoring the use of the rest of elements of the visual identity of the brand, resulting in a poor design in expressing the actual identity of the brand and not achieving the display window for the plastic function that it is supposed to perform.

Resulting in the strength of design in expressing the actual identity of the brand and achieving the window display for the function that you are supposed to show.

Results of the analytical study:

Through the analytical study using the descriptive method to design the display windows of previous organization, the researcher reached several conclusions, including :

- 1- Consider elements of visual identity of an organization as a reference points in the design basics of its windows display.
- 2- The usage of visual identity elements in the design is one of the most important factors that is the actual mental image of the brand towards the target customers, considering the windows of the stores are one of the first and most important points of direct contact between them and the customer.
- 3- Taking into account the actual design foundations in the design of the display window using the visual identity elements of the organization.

Applied study:

The design was suggested as follows:



Search Results:

By combining the research with the analytical study of the visual identity elements of organizations in the design of their display windows and the result of the use of these elements as reference points in the design, the researcher reached several conclusions, including:

- 1 -Maintaining the visual identity of the organization and strengthening the mental image of the brand between it and the target audience has become easier and more effective by using visual identity elements as reference points in the design of display windows.
- 2 -By using the reference points derived from the analytical study it was easy for the researcher to develop a proposed design as an example of the application of visual identity elements design window display, and this leads to a course to confirm the creative spirit and the success of the marketing task of the display window.

Recommendations:

- 1 -The researcher recommends directing the designers of the windows of the show to analyze the elements of visual identity of the institutions and build the design on this analysis in order to produce a design that carries the character of the visual identity of the institution and to affect the process of emotional association between the institution and the target audience, considering that the windows of the presentation are one of the first and most important points of direct contact between the institution and the recipient.
- 2 -The researcher recommends expanding the horizons of scientific research and studies related to the analysis of visual identity in general and benefiting from the results of these studies in the field of designing windows of present

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