

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

**Prof. Reem Ragaa Al-Asfoury**

(Professor – Dep. Of Advertising Faculty of Applied Arts Helwan University)

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

**Dr. Lina Atef Abd-El- Aziz**

(Lecturer of Advertising - Faculty of Applied Arts Helwan University)

[lina\\_atif@yahoo.com](mailto:lina_atif@yahoo.com)

**Researcher. Amira Mohamed Gholam Mohamed Hegazy**

Free Designer

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

### **Abstract:**

It is noticeable that the vast majority of the 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 the designing standards, that achieves 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 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 this 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.