

## The Role of Museum's Dynamic Identities in Enhancing Receiver's loyalty

**Dr. Nermin El Sayed Ali Ahmed Abd El Halim**

Lecturer, Advertising Department, Higher Institute of Applied Arts, Fifth Settlement

[nermeen\\_halim@hotmail.com](mailto:nermeen_halim@hotmail.com)

### **Abstract:**

Museums are an important part of the peoples' culture, as they are the visible part of their culture, history, and trends, but rather they are one of the cultural organizations that build and reflect the awareness of societies at the same time, moreover being an important part of cultural tourism linked to the culture of society. Nowadays, the development of digital media led to the need of emphasizing the museums' identity as a cultural organization and its extension in the digital world and to find innovative communication methods as a strategic option to interact with the receiver and emphasize identity with these changes to ensure its existence and continuity and keep the receiver loyalty thus enrich the visual culture. Technology has given visual identity design a great opportunity for creativity and clearness, diversity, and flexibility. They are no longer fixed logos, but rather have a personality and voice presented in different digital media.

**Research problem:** What are the structural elements of dynamic identity and the methods of their application.

**Research objective:** 1- Find innovative methods to design museums' dynamic visual identities that enhance their identity and motivate the audience for interaction. 2-Applying modern design methods in building a dynamic identity for museums that reflect their value and originality and have the ability to change and adapt to traditional and modern digital media For this purpose, the research follows the descriptive approach based on collecting information to build a theoretical framework based on previous and analytical studies for the visual identities of some international museums that have adopted the dynamic identity and enhanced museum brand loyalty and visual culture. and applied it to the visual identity of an Egyptian museum.

### **Keywords:**

dynamic identity - receiver loyalty - visual identity.