

The role of the logo in preserving the Egyptian visual identity in the era of globalization

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Introduction

The Egyptian visual identity is an integral part of the Egyptian cultural identity, and the globalization invasion of nations requires them to adhere to their visual identity so that it does not dissolve in the tyranny of this visual invasion in all the elements and products that surround us in all aspects of life.

“Globalization has coincided with the era of open channels and the Internet... and other multiple means of communication, and it led to the emergence of a global model that achieved an ideological current that worked on losing its features. At that time, we became concerned with a phenomenon that must stop, which is the phenomenon of the loss of the Egyptian identity” (11/ 11).

On the contrary, emphasizing the Egyptian visual identity with all its rich elements derived from the Egyptian heritage and civilization with all its tributaries is one of the most important ways to support and confirm the Egyptian cultural identity and even spread it in the whole world at a time that has become characterized by the dissolution of differences between nations and the control of those who have the economic powers to prevail its features in their culture, foremost of which are its artistic and plastic features, under the name of the era of globalization. The logo is one of the visual languages, and one of the most important means of communication that depends on brevity in conveying the idea or expressing individuals and entities of all kinds.

Research problem

Through the above, the research problem can be formulated in the following:

Abundance of the goal of the artistic logo in the field of globalization.

Research Aims

1. Benefiting from the vast visual richness of Egyptian symbols, connotations, and units in creating a contemporary logo with an Egyptian visual identity.
2. Employing color to serve the formation of a logo with an Egyptian visual identity.
3. Employing written fonts to enrich the composition of a logo with an Egyptian visual identity.
4. Searching for new approaches to enrich and design the contemporary Egyptian logo.

Research Importance

1. Confirming the role of plastic art in preserving the Egyptian cultural identity in the face of Westernization.
2. Contribute to shaping the conscience of an art education teacher and student towards his Egyptian visual identity.
3. Shed light on the obstacles to preserving the Egyptian visual identity.

4. Benefiting from the globalization of the contemporary logo in exporting the Egyptian visual identity to the world.

Research hypotheses

The logo can play a role in preserving the Egyptian visual identity in the era of globalization.

Search limits

- The research is limited to a sample of students of the fourth year at the Faculty of Art Education- Minia University for the academic year 2017/2018 AD, and they are 21 male and female students.
- The application period lasted five meetings, four hours per meeting per week.

Research Methodology

- The research follows the descriptive analytical method in studying the art of logo design and the foundations of its design.
- The research follows the quasi-experimental method to conduct the applied aspect.

The theoretical part dealt with the following

- **logo history**
- **Structural elements in logo design**
- The emptiness in logo design
- Shape in logo design
- Color in logo design
- **Characteristics of a successful logo**
- **Identity concept**
- **What is visual identity?**
- **Visual identity elements with the logo.**
- **Visual identity between heritage and globalization.**

Student Experience

The researcher prepared an applied experiment to verify the validity of the research hypothesis and applied the experiment to a sample of students of the fourth year through the course (Aesthetic Employment of Writings) - Department of Decorative Designs - Faculty of Art Education - Minya University, the year 2019/2020, numbering 21 students and they have some previous experiences suitable for applying this experiment, and the application period took 5 meetings, 4 hours per meeting per week.

Student experience work

The student experiment work included 21 artworks (logos) for contemporary Egyptian institutions and bodies in an experiment to reformulate them in a form and elements more related to the Egyptian visual identity, benefiting from the elements of the Egyptian heritage extending through the stages of Egyptian history and striking in the depth of human history and distinctive of the Egyptian character in gouache colors.

Samples of students' work



التجربة

Suggested logo from the experiment



الاصل

original logo

Search results

1. The contemporary logo can play a role in preserving the Egyptian visual identity in the era of globalization.
2. Confirming the role of plastic art in preserving the Egyptian cultural identity in the face of Westernization.
3. The richness of the Egyptian heritage allows designing logos with an Egyptian visual identity and influencing the other.
4. Color can be used to serve the logo design with an Egyptian visual identity.
5. Calligraphy fonts can be employed to enrich the logo design with the Egyptian visual identity.

Recommendations

1. Focusing on the aspects of uniqueness and originality in the Egyptian heritage, which give it a distinctive and unique identity.
2. Expressing modern topics in a manner that shows our Egyptian identity.
3. Making use of the elements of the Egyptian heritage and the elements of material and intangible culture and dealing with them in a contemporary manner.
4. All modern technologies and materials must be used in the production of advertising publications in a manner that is up to the global horizons.
5. Facing on the obstacles to preserving the Egyptian visual identity.
6. Searching for new approaches to enrich and design the contemporary Egyptian logo.
7. Searching for new entrances to confirm the Egyptian visual identity and export it to the world.

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