

## **Enhancing the mental image of the institution through modern packaging technics as a branch of the institutional identity**

**Prof. Dr. Magdy Abd elaziz Emam**

**Professor of Design, Department of Advertising, Faculty of Applied Arts - Helwan University**

**Prof. Dr. Samar Hany Alsaeed**

**Professor of Design, Department of Advertising, Faculty of Applied Arts - Helwan University**

**Researcher. Mohammed Alamir Alsayed**

**Art Exhibition Coordinator - Arts Researcher, General Authority for Cultural Palaces**

**[mohammedalamir87@gmail.com](mailto:mohammedalamir87@gmail.com)**

### **Abstract:**

Visual identity has an important role regarding trade, industry and advertising nowadays, this is to be able to differentiate every service or product from its similar all over the world, in the era of information technology, international trade and widely spread advertising and because of the wide variety of brand names it became a necessity to have a clear visual identity which helps it have a clear mark in its customers minds in addition to expected customers too, so designers rely on building a specific visual identity through analyzing and creating a specific concept because building that specific concept can relate to a visual identity that can be part of special visual identity for a certain product or service, so it is crucial to know how to enhance the visual identity of an institution through modern technics of packaging being considered as one of the identity specifications of the institution, and because the number of researches handling this matter is scarce, this research aims at enhancing the mental image of the institution through modern packaging technics as one of the branches of the institution identity and to achieve this we elaborate (the concept of the mental image, its formed kinds towards institutions, what it consists of, its forming tools, steps of building it and the requirements for a successful formation of it) visual identity and its analysis through some models that can enhance the mental image of any institution (brand life cycle - AIDA model - Maslow's hierarchy of human needs - SWOT Analysis), Casting light over modern packaging technics as a branch of institutional identity after then we reach the complementary relation between these models and being able to use them in a way that enhances the mental image of the institution through database and analysis resulting from these models and advertising analysis in addition to using the complementary relation between them to keep clients loyal to the institution.

### **Keywords:**

Packaging, Mental image, Institutional identity, modern technics.