

## Pairing approaches of two languages in bilingual international logo design for the Arabic market

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### Abstract

Globalization and openness have led to the recovery of the global economy and the strong desire of international companies to expand and open markets for themselves in various parts. Because the company's brand is the first interface with which the recipient interacts, it was necessary for companies to pay attention to how the recipient sees and reads the brand while preserving its global identity. Therefore, when opening new markets in places with different cultures, many international companies tend to write the company name accompanying the trademark (the trademark itself, if it is a text mark) in the language of the recipient in the target market.

Visual compatibility between brands in their basic and additional language is essential, because it helps the viewer understand the unified identity of the brand, which achieves a sense of order, harmony and credibility with a unified appearance.

Brand designers are exposed to many different typographic fonts to reach the typographic font that works on visual compatibility when writing in more than one language, such as Arabic and Latin, which sometimes forces the designer to make modifications to the shape and composition of the letter, and he must be careful in how to make these. Amendments in order to preserve the structural structure of the letters, the correctness of their stopping form, and the unity of the writing style of the Arabic and Latin languages.

The goal is to produce a brand that visually matches the structure of Arabic letters with Latin, using different methods to combine the two languages in brand design.

The research presented is concerned with clarifying ways to combine different texts for a bilingual brand and how a successful visual compatibility between the two languages can be achieved in the design of international bilingual brands. The research presents different models and analyzes them, then the research presents the results, recommendations, and references.

### Keywords

(Typography matchmaking - Bilingual Logo)