

Criteria for designing a visual identity guide for university institutions in the light of the marketing thought of university education (an applied study on Helwan University)

Dr. Enas Abdel Raouf Sayed okka

**Lecturer Instructor at the Department of Decorative Design -Faculty of Art Education,
Helwan University**

anasaniso_97@hotmail.com

Summary:

This research deals with the study of the criteria for designing an institutional visual identity guide for Helwan University, given the important and increasing role that the corporate identity “branding” plays as one of the most prominent means of institutional communication. minds of the masses. Because of its positive role for the institution, it is its spirit and identity through which it communicates with its employees and customers. It also determines the institution’s vision, mission and path, and the values on which it is based, as well as reflecting the reactions towards it and the size of its impact.

Here, the importance of each institution having its own digital, visual, audio, textual, and kinetic identity, in order to achieve its objectives at the internal level, as it integrates it and makes it related to its customers and present in their minds, and on the external level contributes to distinguishing it from its counterparts and from the rest of other bodies and institutions , in order for the institution to ensure its survival and continuity, and to enable it to obtain a strong position among its competitors in its sector of activity.

The world of institutions has witnessed a great development as a result of many factors affecting the decisions of the institution’s functioning, especially the variables of its external environment, and we find that the most prominent of these variables are imposed by the economic and technological environment, and perhaps university institutions are one of these institutions that use communication with its various means and mechanisms, which is the main driver for it. It helps to improve, activate and revitalize the performance of employees while carrying out their administrative tasks and this is in pursuit of achieving the pre-planned goals And university institutions are not immune to changes and renewable indicators of the local and global shopping environment, and in this context, the research presents an applied study and a design vision of an integrated institutional identity guide for Helwan University that fits with the university’s philosophy and vision in light of the innovations of marketing thought for university education.

Keywords:

(Identity - visual identity - corporate identity - university institution -Enterprise message - university marketing)