

The effect of visual corporate identity elements in achieving corporate design and exhibition stands design mental association

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Abstract:

Elaboration means creating a relationship or common meaning between two information or more that aren't affiliated to the same category. The brand image gives great concern to each of the designers and the receiver of the advertising message, because of the effective role of the brand image in forming opinions, taking resolutions and forming behaviour. Thus forming the positive brand image that joins between visual corporate identity and exhibition stands became a main target sought to be achieved by the exhibition stand. The research importance is represented in specifying the elements of visual corporate identity as a basic source for establishing exhibition stand and in the process of mental connection between corporate design and exhibition stand.

The research aims to enrich the ideas used in designing stands through the elements of the visual corporate identity. Also finding a relation between it and the exhibition stand to achieve the process of mental connection accordingly the process of memory, recalling and forming brand image for this great amount of established exhibition stands. The study directed to the core of mental connection, the brand image the corporation design and the elements of visual corporate identity.

The research methodology is the analytical descriptive method based on choosing patterns of designs for exhibition stands to be acquainted with its advantages and disadvantages. Important results reached by the researcher is the necessity of conformity between the form of trade mark and the structural formation of the exhibition stand in spite of not being restricted to the form of trade mark in forming exhibition stands. Together with technical development and modern processes to reach the form of exhibition stand that helps in the process of recalling and establishes a mental connection. Also accurate usage of advertisement symbol in designing the exhibition stand, by forming the shape of the stand based on advertising slogan through written scripts forms a mental connection between the visual corporate identity and the exhibition stand, repeating the product colour or the trade mark to assure the brand image of the commodity or service in the exhibition stand. Also designing exhibition stands that conform with designing exhibition stands especially for the companies that care for watches and jewellery which is considered from the important processes of mental connection and recalling.

From research results is summarized in using the elements of visual corporate identity as a main reference which has a positive impact in designing the exhibition stands is considered an extension to the visual corporate identity as these stands are one of the elements of visual identity in a market that is greatly establishing exhibitions continuously with great numbers for which the receiver desires to form a brand image through the factors that help in the process of mental connection and thus the process of recalling and memory.

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