

## Persuasive Uses of Visual Identity in Advertisement Design

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### Abstract

Visual identity is characterized as a product marketing tool and the basis for building a relationship with the recipient by relying on communication foundations whose function is definition and consolidation in the mind, as well as the role of the creative designer in employing his persuasive mechanism to achieve attention and arouse interest due to the features that this identity contains. The research problem was summarized by the following question: - What are the persuasive uses of the visual identity in the design of the advertisement, as the research included identifying the visual identity. And its advertising functions, the persuasive mechanisms used, and its creative functions. The research relied on the descriptive analytical approach in analyzing the sample models, which amounted to (4) four models of commercial advertisements for the year 2018 published on the Deviant Art website for a research community, amounting to (43) forty-three models. On the design of a questionnaire to determine the axes of analysis according to a form, and based on the opinions of experts and specialists, a set of results and conclusions were reached, the most important of which are: - The virtual content of the visual identity resulting from the creativity and imagination of the designer has an important role in enhancing the effectiveness and survival of the brand. - Adopting suggestive persuasive uses of shape and color capable of linking the visual identity to the product and achieving attention-grabbing and attracting the attention of the recipient.

**Keywords:** *Design, Advertisement, Visual Identity*

### RESEARCHERS

#### Research Problem

The optical visual from the vicinity. It does not depend on a variety of basic pillars in the application of its basic policy, to define its existence and consolidate its identity in the mind of the recipient and attract him by employing the lines, colors and symbols that he resorts to using in order to deliver the message and advertising and remind them of this message from services, the creative designer relies on employing persuasive uses that try to appear. It manifests flexibility, simplicity, influence and persuasion to attract and arouse the interest of the recipient. True.

#### Research Importance

The importance of the current research lies in it.

- 1) He may contribute to the development of the visions and skill capabilities of those working in the field of print advertising design and others, including students of all art faculties and institutes.

- 2) It may benefit those working in the field of design because it sheds light on how to employ persuasive uses by using new vocabulary and methods to attract the attention of the recipient.

**Research Objective:** The current research aims to:

- Studying and explaining the uses of visual identity in advertising design.

### **Search Limits**

Objective Limits: Studying the statement of the uses of visual identity in advertising design.

Spatial Boundaries: Ads published on the Deviant Art website.

Temporal Limits: Commercial advertisements for the year (2018) AD.

### **Define Terms**

- 1) Visual Identity: It is the tight visual expression to denote the company's identity through the trademark, to create impressions and ideas for the recipient to achieve the desired goals.
- 2) Persuasive uses: It is an intellectual and formal process that the designer resorts to base on the credibility of the company with the aim of influencing the recipient and subjecting him to productive use and enticing them to acquire it using a variety of methods.

## **CHAPTER II: THEORETICAL FRAMEWORK**

### **Visual identity**

Visual identity is one of the visual communication tools used to highlight the indispensable characteristics and personality of the company, as it plays an important role in the fields of advertising, trade, media, industry and other fields. In the current era, to distinguish each product from others, that is, it is not a method of work followed by it, but rather it has become a philosophy used by the innovative designer, as the identity is clearly evident in the brand to express it clearly as (a visual image consisting of several elements represented in the logo, colors, pictures and graphics are employed To define and distinguish the personality and objectives of the company from others) (8, p. 16). That is, by employing the elements, a visual image of the company is formed that helps clarify its personal features and the type of product that the company offers from its competitors. As the visual identity is one of the most important factors that contribute to achieving the process of communication and communication with the external environment, it is mediated by an element The image is to enhance, strengthen and support the company's reputation as (a style or method for identification and clarification that is done by the designer using visual elements, symbols, shapes, colors and lines to inform the recipient of its existence and remind them of the company's name and nature 5, p. 23). The identity of the product and its distinction, as the designer is supposed to preserve the vocabulary of the visual identity when designing the logo to generate impressions and ideas for the recipient and consolidate them in his mind.



**Figure No 1: The evolution of the logo**

As in Figure No. (1), it shows the stages of the development of the Apple logo in designing its identity, which was distinguished for its continuity and preservation. Simplicity and clarity for designing a successful visual identity, as (when installing a brand, it requires simplicity, in order to make it easier to see, to be more effective and powerful, and easy to read) (10, 80). Business ideas attract attention and arouse the interest of the recipient, as simplicity means innovation and creativity. The designer relies on realistic or hypothetical content and its distinctive features with semantics and meanings, as a good design of identity that includes meaning to form a simple, clear and expressive idea, as well as highlighting its positive image to contribute to attracting the attention of the recipient. As identity is considered one of the important design elements in the formation of a trademark as a name, word, or (a symbol or visual image used by the designer to identify the goods provided and distinguish them from other goods) (7, p. 18) (that is, the mark may take the form of a name, shape, or symbol to identify and distinguish its products). As well as About the employment of the new technologies to impart aesthetic values, including the technique of reduction and intensification, as it is (reduction in the call for the employment of basic and important elements, and the removal of ineffective elements in the design, as well as attributing them to the functional value of the elements at the expense of diversity and overlay) (11, p. 79) since It is described as expressing the contents of the idea related to new design necessities and needs to achieve a specific function through the shape of the form, as it follows the function where the designer reduces the design elements to achieve arousing the attention of the recipient and the use of images in a simpler way, unlike the condensation technique as (A technical and display act adopted by the creative designer in organizing shapes within the design space according to the requirements of the idea, as it contributes to activating the space movement without any deficiency or defect in the expressive or aesthetic value of the advertising design) (18, p. 10). Through it, it is possible to control the movement of the recipient's eye and its transmission between other parts, according to its arrangement and functional importance in producing an advertising design.



**Figure No 2: Shows the Intensification of the Advertisement**

As in Figure No. (2), the designer has added in the advertisement of the Coco Chanel perfume product using the condensation technique, as it is (specialized in enriching the design component, whether at the level of the formal structure or the design idea, without This causes confusion in the user) (3, p. 22). That is, it does not cause any confusion in the design, but rather uses it to achieve the advertising function, in addition to the characteristics that distinguish it from it (modernity, flexibility, innovation and clarity) (4, p. 65). Flexibility means the ability of the designer Innovator to produce a large number of ideas. So innovation comes as (a mental process owned by the designer as a result of innovative thinking in the formation of new ideas) (17, ph23). That is, the production of new ideas, as companies constantly produce ideas characterized by renewal, innovation and creativity to contribute to the communication process.

### **Persuasive Uses**

Persuasion is one of the important factors used in advertising that works to attract and convince the recipient of the advertised product, so the designer must possess the knowledge and technical skills in using persuasive methods as well as shortening the time and effort in communicating his ideas that he seeks to achieve the success of the advertising message and achieve the goal that contributes In the events of influence and behavior change that takes place through an integrated work represented between the persuasion process and the designer with the task of persuasion, which is the communication aimed at (the intended influence on the attitudes and behaviors of a specific group of recipients, and the influence is related to choice) (6, p. 18). This is chosen by the recipient's willingness to persuade him to represent the most important condition for the success of the advertising idea, because persuasion (an intellectual and formal process in which the two parties try to influence the other and persuade a certain idea or directive with limited influences) (10, p. 80). It works to attract and excite the recipient and achieve the goal of the message by creating a mental and emotional impact on the recipient and walking in an integrated intellectual and logical sequence that ends with persuasion, such as the use of persuasive methods linked to the form, such as pictures and drawings, to express advertising ideas, which is (an essential element in attracting attention and raising interest in the topic of the advertisement where it can be Conveying a lot of meanings without having to use words) (2, p. 90). In addition to the role of colors in achieving an aesthetic function and imparting realism in the advertisement if it can (appear in its true form in front of the recipients, and such commodities represented food products, cars) (14, p. Advertised goods. As for repetition, it must be used as a persuasive element by repeating elements within the design and forming (a strong connection between the units involved in the design of the advertisement and the formation of a mental movement that is aware of one degree) (12, p. 252).

It works to make a direct impact. So that the diversity comes in the design between the vocabulary and linking (the elements to each other and employing them for an interesting element, and this necessitates diversity, whether it is in color, Shape, size and measurement, bearing in mind that exaggerating diversity reduces unity rather than increasing it) (16, p. 100). Every advertising work depends on achieving harmony, compatibility and unity within the design, so inspiration constitutes (an expressive means of conveying ideas and psychological and emotional states, i.e. communication between the designer and the recipient) (9, p. 280). Considering the suggestive stimulus affecting the formal characteristics of the design (intensity, direction, and color) and this contributes to obtaining a suggestive response, which produces an aesthetic and artistic value, and thus the occurrence of pleasure, drawing attention and arousing interest.

**Theoretical Framework Indicators:**

- 1) The designer relies on the content of the visual identity in designing the advertisement, which may be real or virtual, in addition to and what it bears of distinctive features with connotations and meanings. In addition to the characteristics that the identity bears, including modernity, flexibility, innovation and clarity in advertising design.
- 2) The visual identity may take the form of textual, pictorial, or lettering to form a simple, clear, and specific identity that the designer uses to define the goods presented and distinguish them from others.
- 3) There are new techniques that contribute to highlighting a distinctive visual identity that has aesthetic value, including reduction and intensification.
- 4) There are persuasive uses that contribute to attracting the attention of the recipient, used by the innovative designer by employing repetition, diversity, color, measurement and suggestion as an expressive means of aesthetic value.

**CHAPTER THREE: RESEARCH PROCEDURES**

**Research Methodology:** The two researchers followed the analytical descriptive approach in order to reach the objectives of the current research, as it is a systematic method used to reach a diagnosis of certain characteristics in an objective manner based on description and analysis.

**Research Community:** The current research community consisted of commercial advertisement designs published on the (Deviant Art) site for the year 2018, and given the capacity of the research community of (43) forty-three models, the two researchers were able to count it.

**Research Sample:** The research sample models were chosen in an intentional way, at a rate of 10% of the total research community, which numbered (4) four models. After the two researchers excluded both 1. Ads that contain cartoons. 2. Similar ads. Research tool: In order to achieve the goal of the research, the two researchers benefited from the theoretical framework by building an analysis form\*\* and presenting it to the experts \*\*\* to ensure the validity of its paragraphs and to take note of the value and make amendments to it.

- Applied Side / Analysis of Sample Models

**Form No: 1**

Ad name: Adidas sneakers.

Ad Type: Commercial Ad.

Release date:-2018.

**General description:** The design structure consisted of a digital image represented by (a sports shoe) that occupied the visual center on the main space, inspired by cracked soil and a white line in a semi-circle shape.

### Analysis

Here, the designer used a realistic result from reality, while adding aesthetic and expressive values to it by employing the product Represented by (sports shoes) on the main space inspired by cracked soil. Simplicity came here by using a single form of the product represented by a digital image of (sports shoes) and below it is an image of the Adidas company logo specialized in sportswear, as well as modernity and flexibility in design by using vocabulary known to the recipient and presenting it in a different and innovative manner, thus achieving aesthetic value. With meaning and expressive connotations, through the use of the product and the floor, the designer expressed the strength of the product. The name of the company (Adidas), known for its sports products, appeared in textual form through the designer's recruitment, with an image of the logo expressing its visual identity. The designer used the shorthand technique in the advertising design by employing the main shape represented by a product (a sports shoe) on a basic space consisting of cracked clay soil to express the strength of the product, thus achieving the function of the idea to be communicated. Adidas company logo below the product represented by (sports shoes) and below it is a white color value logo on a light blue background. As for the colors, the designer used colors, which added realism to the advertisement by means of the floor and above it a white color, in addition to the suggestion that was added by using the floor slightly crumbled Which gives an impression of the power of the product to the recipient for the purpose of persuading him to use it.

### Form No: 2



Ad name: Sports shoes.

Ad type: commercial advertisement.

Release date:-2018.

**General Description:** The design structure of the advertisement came from a digital image of the product represented by (sports shoes) with the color values (dark indigo, orange, white and cyan) occupying the visual center of the advertisement with flying feathers around the product on a basic space with the color value dark blue.

### Analysis

The designer used a realistic content by employing the product designer represented by (sports shoes) centered in the visual center and surrounded by flying feathers with color values inspired by the product represented by (sports shoes) with values The colors (white, dark

indigo, orange, and cyan) on the left side, at the top of the design, are a square with a cyan balloon containing the Adidas logo in white. Simplicity emerged by employing the design elements in a manner that contains simplicity and clarity through the use of the product represented by (sports shoes) without complication in its employment, as the design gives strength and influence that contributes to attracting the attention of the recipient, as well as flexibility and modernity that came through the use of colors and the prevailing shape represented by (sports shoes) and the way the product is displayed diagonally in a clear manner, surrounded by a group of flying feathers with meanings And indications to suggest to the recipient the lightness of its products as well as creativity and continuous innovation in its quality known to the recipient who formed its identity. It came here in text form by hiring the designer, the name of the company (Adidas), which occupied the top of the design on the left side with the white color value, above it an image of the logo, as well as inside the square of the sky balloon. The designer used the condensation technique by using a group of flying feathers around the product represented by (sports shoes) with color values (white, orange, cyan and dark indigo) and employed them according to the requirements of the idea to be communicated, which generated an imaginary movement within the space design with expressive value. It appeared here by employing a group of forms represented by repetitive flying feathers that surround the product from each side, achieving repetition in color and shape to be an imaginary movement within the advertising space, which added the aesthetic value of the design as well as the aesthetic diversity achieved through the chromatic diversity between the elements and design vocabulary and linking them with Some of them are to achieve suspense and harmony between the items. As for the suggestion, the designer used a set of flying feathers to express the product, suggesting that it is a product represented by (sports shoes) to give a fake suggestion to express it lighter and more comfortable than others.

### Form No: 3



Ad name: Chanel perfume for women.

Ad type: commercial advertisement.

Release date: 2018.

**General Description:** The design structure of the advertisement consisted of a digital image of a bottle of French Chanel perfume for women. A mermaid appears holding a bottle of perfume. It occupies the visual center on the base space, which is represented by the seabed. Fish, jellyfish and plants appear around it at the bottom of the design with different color values. At the top of the design, the Chanel company logo appears in black and pink color, and it cools around it. Hello jellyfish on the space in color. Dark blue.

## Analysis

The designer used the content of realism in a creative virtual manner in employing a perfume bottle surrounded by green octopus arms in the visual center, which gave formal dominance within the space to achieve visual tension. With a sense of the purpose and purpose of the advertisement, to highlight the mermaid holding the perfume, indicating that the perfume is female, which in turn imparts a special feminine and imaginative aromatic experience represented in the space of the seabed. Simplicity was achieved in the design, which focused on using the perfume bottle in a more beautiful and comfortable way for the eye and more impact and strength, thus achieving innovation and creativity in designing the perfume product with connotations and meanings in the simplest form and focus in the mind of the recipient and the ability of the designer to produce innovative ideas with aesthetic and artistic values. The designer used a lettering shape through the brand at the top of the design, an inverted letter C, one on the left side and one on the right side, in black color and surrounded by light pink, which has a strong emotional impact that gives a feeling of freshness and comfort. This increases awareness of the brand, and also an image of the perfume was employed in the center of the design clearly and in a deliberate manner surrounded by the arms of the octopus to indicate the strength of the perfume's stability as well as the mermaid that appeared clearly holding the perfume, and the name of the advertisement chanel, parfum in the black color value on the space in light pink. Here, the designer used the condensation technique by using the arms of the octopus, which were represented around the perfume bottle and the mermaid, and also the condensation cold at the bottom of the design by employing fish, trees, and plants with different color values (green, orange, nutty), water bubbles, and jellyfish Which emerged as an imaginary movement in a simple, sequential and sequential way, and this is what attracts and convinces the recipient and directs his gaze towards a specific part of the advertisement, which makes the perfume product the large part in its area that is distinct from the rest of the parts. It was represented in the valuation through suggestion in showing the imaginary movement within the design, which is (jellyfish, sea, fish, mermaid, octopus arms, water, bubbles), which were employed in a creative way that suggests the movement represented at the bottom of the sea, and the repetition and diversity of shapes and various color values came This is what excites the recipient and attracts him towards the advertisement, as well as the measurement is commensurate with the design measurement and according to the nature of the presented advertising idea, thus achieving the functional and aesthetic goal.

### Form No: 4



Ad Name: - Adidas Sports Shoes (Air Force)

Ad type: commercial advertisement.

Release date:-2018.



**General Description:** The advertisement consisted of a digital image (sports shoes) at an angle of 90 in the white color value, which highlights the shape of a spark (air force) with the color values (white, red, violet) at the top of the adidas advertisement and below it is a written material (air force) in the white color value and at the bottom The Adidas logo is red, pink and purple, and on the right and left sides are lines in rectangular shapes on the base space, gradient between red and purple.

### Analysis

It came with a realistic content, resulting in an imaginary detail of a digital image (a sports shoe) if the designer used the movement of the shoe And the appearance of a spark as a result of the speed and lightness of the shoes, and this gives the strength of the idea and the work of the imagination of the recipient and the emergence of the color (purple, red and white) in a way that attracts attention, and this has achieved aesthetic and artistic value. The designer used simplicity in the design by employing a digital image of a sports shoe that occupied the visual center, and this is in order to give a clear and specific meaning that has a role in highlighting the content of the advertising idea, as well as flexibility and clarity that attracts the attention of the recipient and facilitates reading the content of the advertisement, and this is due to the designer using his cognitive ability and skill in employment. Achieved by a text method for the name of the company, adidas occupied the top, and a written material such as man cua khong khi, which means the power of air in color value White shoes, as well as a picture of a sports shoe, which the designer employed in a way that would be more comfortable and acceptable to the recipient if the designer relied on an innovative method by showing that the shoes are light and fast when worn. The designer used the reduction technique by using the sports shoe in the center of the design, as well as a reduction that came with color values using three colors (purple, red, and white) and intensification emerged in the appearance of the spark of his movement, and this is what attracted the attention of the recipient as a result of the imaginary sequential movement. The designer used the persuasive method through suggestion, by employing the shoes in a manner that suggests strength, lightness, and speed when wearing them, to make the recipient be convinced of the product and the use of color diversity.

## THE FOURTH CHAPTER: RESULTS AND CONCLUSIONS

### Results

- 1) The content of the visual identity was realistic in a hypothetical manner, which was represented by images as in models (1, 3), i.e. 50%, realistic in an imaginary manner in model (4), i.e. 25%, and realistic in model (2), i.e. 25% of the total.

The total samples.

- 2) The characteristics of the visual identity were achieved from simplicity, flexibility, modernity, creativity and innovation in displaying the advertisement and in a manner that persuades the recipient to purchase goods in all forms (1, 2, 3, 4), i.e. 100% of the total sample.
- 3) Forms of visual identity emerged in a way that attracts attention in a textual way for the name of the company adidas and the image of a sports shoe, as in forms (1, 2, and 4), i.e. 57%, and the letters of the company logo and the image of perfume, as in form (3), i.e. 25% of the total sample.

- 4) The reduction technique achieved an aesthetic goal and enhancing the meaning of the idea, i.e. reducing the shape of a sports shoe, as well as reducing the color values in models (1, 4), i.e. by 50%, and intensifying in models (2, 3), i.e. 50%, thus achieving attraction and excitement.
- 5) The adoption of persuasion from the repetition of the feathers scattered around the shoe in a consistent arrangement, also the color diversity and the suggestion came in a way that suggests the imaginary movement in all sample models (1, 2, 3, 4), that is, by 100%, thus achieving the purpose and function of the advertisement and in an effective manner able to persuade the recipient.

### Conclusions

- 1) The content of the realistic visual identity emerged, resulting in virtual detail, with a higher display ratio than the realistic and imaginary, with the aim of achieving excitement and suspense and persuading the recipient of the advertising idea.
- 2) The adoption of the characteristics of the visual identity of simplicity, flexibility, modernity and innovation contribute to the success of the idea and the achievement of the main goal. In addition to the diversity of forms of visual identity, from the use of the company's name in a textual way or letters, a role in highlighting the features of its identity in a way that allows the recipient to interact according to the elements and relationships linked between the components of the design.
- 3) The technique of reduction and condensation has a prominent role in presenting information in a simple and smooth manner that raises the tendencies and desires of the recipients.

### Recommendations

- 1) Conducting training workshops for workers in the field of advertising design and development on the techniques of design programs for visual identity and how to employ persuasive uses in the field of advertising that are modern and innovative.
- 2) The need to adopt persuasive uses in advertising design for the purpose of attracting the attention of the recipient and persuading him to purchase the advertised product.

### Proposals

- 1) Studying visual identity and its effectiveness in advertising design.

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## **Appendix No: 1**

### Analysis Form

The interlocutor does not correct the notes

1. The content of the visual identity is default Realistic
2. Characteristics of visual identity Simplicity
  - Flexibility
  - Modernity
  - Innovation and clarity
3. Visual Identity Forms Script
  - My letters
  - Picture
4. Visual identity techniques in advertising design. Condensation
  - Shorthand
5. Persuasive uses. Suggestion
  - Repetition
  - Diversity
  - The color
  - Measurement