

2022

## Suggested Visual Identity Design and Sustainability Course Developing Saudi Long-Life Transition

Tomadar Elkotbi

*Department of Visual Arts, Design and Arts College, Umm Al- Qura University, Mecca, Saudi Arabia,*  
Tzkutubi@uqu.edu.sa

Follow this and additional works at: <https://digitalcommons.aaru.edu.jo/isl>

---

### Recommended Citation

Elkotbi, Tomadar (2022) "Suggested Visual Identity Design and Sustainability Course Developing Saudi Long-Life Transition," *Information Sciences Letters*: Vol. 11 : Iss. 2 , PP -.  
Available at: <https://digitalcommons.aaru.edu.jo/isl/vol11/iss2/58>

This Article is brought to you for free and open access by Arab Journals Platform. It has been accepted for inclusion in Information Sciences Letters by an authorized editor. The journal is hosted on [Digital Commons](#), an Elsevier platform. For more information, please contact [rakan@aarj.edu.jo](mailto:rakan@aarj.edu.jo), [marah@aarj.edu.jo](mailto:marah@aarj.edu.jo), [u.murad@aarj.edu.jo](mailto:u.murad@aarj.edu.jo).

# Suggested Visual Identity Design and Sustainability Course Developing Saudi Long-Life Transition

Tomadar Elkotbi \*

Department of Visual Arts, Design and Arts College, Umm Al- Qura University, Mecca, Saudi Arabia

Received: 19 Jun. 2021, Revised: 2 Aug. 2021; Accepted: 1 Nov. 2021

Published online: 1 Mar. 2022.

**Abstract:** Visual identity is anticipated as the imagery and graphical information that expresses how and what a brand is and how to differentiate it from all the others products designed.

This research suggests an ideal course to be taught at university of Omul Quora University, college of Design and Arts to develop a sustainable long-life transitions helping Saudi society progressive life ,and enhancing Saudi national products packaging design, screening a sample of one introduction meeting and seven lectures main titles in content to be developed through twelve weeks of teaching a university higher education semester and giving sample examples for international startups that form the new Saudi world.

Teaching visual branding as an important major Describing everything customers can physically see or use in product future.

**Keywords:** Visual identity, Visual design, Visual branding, Society impact, long life transition.

## 1 Introduction

Visual identity is defined as the imagery and graphical information that expresses what a brand is and how to be differentiated from all the others products designed. Teaching visuals and design branding is as an important major, from logo to the interior design of a home or a store. Explaining How every design has a set of characteristics, description, or direction showing name or aspects of their personality and appearance — that make them memorable and recognizable to others as a clear visual identity.

Having a well-defined identity is important not only for human beings in society but also for brands and enterprises. how can anything be recognized without an image? A visual identity should be seen as a priority in any business plan or strategy. When well-developed, the process of astonishing and adapting customers becomes easier. When the visual identity is deficiently poorly developed, but nobody will value your business.

## 2 Visual Identity Definition

Visual identity is a combination of several graphic and visual elements that, together, create an atmosphere

around a company. It involves even those aspects about you that are not your favorites, but are part of the set that makes up your disposition, substance: you have a name and an image that are only yours, that distinguish you from anybody.

The set of aspects that brands the visual identity goes yonder a business card to attract possible clients in an aesthetically artificial aspect: think of it as basically the “personality” of a company synthesized and exposed to the world. That’s why the better and direct strategy, the more space the brand wins in the consumer’s day-to-day life. Some companies develop their visual identity so well to the point of being recognized only by their colors. Others are recognized by the elements that make up the expansion of a visual identity are logo, letter formatting, and hue promotional materials (flyers, posters, and billboards, for example) and, more recently, elements of social media — such as images of posts, avatars, and cover pictures.

## 3 Importance of Visual Identity for a Brand?

As a sample, red background with a white logo, a little red ball next to a yellow-orange one, the letter M in yellow applied under a red background. If you thought of Coca-Cola, MasterCard, and McDonald’s, you have just proven

\*Corresponding author e-mail: [tzkutubi@uqu.edu.sa](mailto:tzkutubi@uqu.edu.sa)

that the investment in a good visual identity is a great strategy for reinforcing brand gratitude. If not, sure you would have immediately recognized them if you had seen the images somewhere out there. With time, that identity will earn a little space in the consumer's brain, transforming the choice process (favorable to the brand) in something almost automatic. Subjectively, the visual identity is responsible for producing a strong sense of identification, trust, belonging, and engagement with the brand.

#### 4 Designs Thinking in Education

All forms of professional design education can be assumed to be developing design thinking in students, even if only implicitly, but design thinking is also now explicitly taught in general as well as professional education, across all sectors of education. Design as a subject was introduced into secondary schools' educational curricula in the UK in the 1970s, gradually replacing and/or developing from some of the traditional art and craft subjects, and increasingly linked with technology studies. This development sparked related research studies in both education and design.

In the K-12 education sector, design thinking is used to enhance learning and promote creative thinking, teamwork, and student responsibility for learning. a design based approach to teaching and learning has also developed more widely throughout education.

Design thinking can now be international bachalouria schools across the world, and in maker education organizations.

#### 5 How to Teach Visual Identity

It's a society requirement in developing work and environmental aspect of creation and changeable society. teaching visual identity to learners get them to develop their own vision of who they are and what is needed for personal development and carrier steps of personal branding not just products but intellectual findings through Your brand's visual identity is its style, translating brands into experiences.

If brands are people, then visual identity is the walk, the talk, the clothes, and the hair, he told us. Does your brand crosspiece down the street, throwing long black hair and rocking a peacock black jacket, or does it somberly stroll in a well-tailored suit? Maybe you decided—instantly—that the amazing persona was interesting, while the well-tailored suit was competent and mature. That's a first impression working its magic.

The master ingredient, added, to startups from what is known, and let brand evolve from a core, steadfast understanding of your mission. "Your visual identity can mature with a symbol or icon later. And maybe sometimes it's good to give your brand some time to resonate, find its path forward, and understand where your end goal is."

Some of those following pop up questions come to the design learner mind:

- Is it portraying a trustworthy environment?
- Is it providing immediate value to my customer?
- What can what can be done to get them to want to learn and discover more about my brand?
- How can a design communicate a message with the least number of words?
- What words can a picture translate into images?
- How minimalistic can a design be and still deliver the message that need to be convey?

Steps of teaching branding as a key of visual identity.

No. means of	Main steps taken in lectures	Content	Models and example
introduction	<b>Visual identity, brand, and branding: what are the main difference s?</b>	The concepts of visual identity, brand, and branding can be confusing. As much as they are within the same spectrum, their meanings are not similar, and it is very important to learn how to differentiate one concept from the other. The brand of a company is basically its logo. It is possible to unfold the word and use it with other meanings — as we did in this post by defining the brand as a company, for instance. But when it comes to design, we are talking about the logo. A business's logo is the visual representation	There are more traditional, modern, daring, or conservative logos, and you better believe that all these variations say a lot about a company. On the other hand, branding is a word that defines an entire strategy and the management efforts that go beyond the logo and visual identity. It refers to the whole process of strategy development, planning, and the creation of concepts.

		of who it is and how it wants to position itself in the market.				your business. Then the story should sell customers into why they should do business with your brand,”	the story. At the core of this visual identity are your brand ingredients: logo, colors, type, and imagery.
1	<b>What is a brand</b>	<p>Princeton researchers found that seconds, people form judgments about the likeability, trustworthiness, competence, attractiveness, and aggressiveness of faces in photos they were shown.</p> <p>What judgement will people form about your brand in the first 0.1 second of exposure?</p> <p>“With that reaction time,” stated marketing expert Leonard Kim, “you need a clean and crisp visual representation of your brand. Otherwise, people may associate your brand with being cheap, unreliable, or even untrustworthy.”</p>	<p>A bad first impression is hard to shake, especially when you’re competing against millions of contenders online.</p> <p>It’s clear a strong visual identity is important, but what exactly is a visual identity? And how do you create one?</p>	3	<b>Color</b>	<p>“Your color needs to fit what you are trying to convey,” Kim said. “If you’re promoting a luxury product, you may want to use blacks, golds, and silvers.</p> <p>In Adobe Spark, our tool starts with just one color, detected from your logo or chosen manually,” Matthews explained. “Then we apply some similar ranges of color so your content will look consistent for different purposes and across various marketing surfaces and platforms.”</p>	<p>If you have a financial product, you may want to incorporate greens and golds.” Research suggests that between several percentages are based on color, but don’t let yourself get overwhelmed—just keep it simple to start</p>
2	<b>Define Your Brand Elements</b>	Part of building your brand is learning to convey the values and personality of your business through the visual elements you align with	Visual identity should amplify the intended message of the brand so you want to learn more and follow along with	4	<b>Logo.</b>	Your <u>logo</u> <u>needs</u> to <u>convey</u> what you do and have imagery that sticks into the minds of the people who see it	A logo can be a combination of your color palette, type, and design. A logo can also evolve as your identity evolves
				5	<b>Type</b>	Beyond what the words say, the scale, font, and. A funeral home	arrangement of your text impact your visual identity

		that uses a playful, hot pink, comic font will confuse potential customers who are grieving. Even the best-known brands out there—such as Facebook and Apple—tend to keep it simple	
6	<b>Consistency And Velocity Are Key</b>	While visual identity aims to create an emotional connection with a customer, it's just the initial catch, Value can come in many forms: customer service, the product you deliver, or the content you create that engages your audience.	Once you've caught the customer's attention, the ability to retain him means being clear on the value you deliver and consistently delivering on your promises."
7	<b>Practicing</b>	The next step is to carry the experience from end to end. "We're trying to empower our users to create visual brand consistency	know that it can be difficult to keep up with the velocity that today's social media environment demands."

## 6 Who would benefit from learning it?

Saudi society benefits of the new human branding so far in developing small businesses Without a well-defined branding, it is a possible created Arabian identity, because it is the branding that determines the grounds of the brand. Therefore, it defines the spirit that will guide its visual content. When you develop the set of visual identity, branding, and brand strategically, it is much easier to insert and establish your company in a marketplace naturally, winning loyal clients and promoters of your product or

service. It incorporates who the company is, how it positions itself, how it sees the world, and how it wants to communicate with clients — very similar to the way we described visual identity. However, branding goes far beyond graphic elements.

consistency of a design graphic image for an identity.

sequence	Must do	How to be / content
1.	More effective memorization	One of the most important tasks of visual identification. It will be easier for your recipients to remember who you are and what you represent if you consistently communicate with them with materials which are based on the same style and character. Even the smallest, not analyzed changes (for example of the colors that define your brand) cause that "something does not match" in the eyes of the audience. They do not have to be fully aware of this, but they will feel it on the emotional level without a doubt. And this can disrupt the process of easy memorization.
2.	Better recognition	What makes it easier for us to recognize some people? External appearance, posture, the tone of their voice, behavior. Each of us is a set of specific characteristics. You can easily recognize people you know through the prism of these elements. Sometimes, however, it is enough that the person changes the color of the hair, or dress a bit differently and you can easily not notice this person. Similarly with brands. The change in the color of your hair is a matter of personal preference, but you have to watch out for this kind of changes in the materials that represent your brand. They may seem small, but every detail is important. If they are really necessary, you should know how to carry them to fit the whole (our puzzle – your brand). Identification should stick to one pre-determined direction. Otherwise, you can make it difficult for recipients to recognize you.
3.	Higher trust An organized look? Organized company.	Observing what we see, we evaluate, draw conclusions, analyze what we can expect. This applies to your potential customers. They see how you look "from the outside". When all materials representing your product or

		service are "on the same note", at the same time they see an organized, serious brand. And this brings them a promise that it also everything "inside" works well, just like in a Swiss watch. Of course, you have to take care of it yourself, but it is extremely important that your recipients have the chance to trust you. An orderly and consistent visual identity definitely increases this probability
4.	It's easier to reach specific people	If you consistently follow the same rules when creating new materials promoting your brand, you also take care of reaching the previously determined target group. as a bussiness thing. By taking care of coherence of the visual identity you gain in the eyes of your target group. Even if today some of them do not want to buy what you offer, you will probably soon convince them thanks to consistent communication.
5.	Better experience for your clients	A consistent visual identity is also a great facilitation for your clients in many situations. For example, if you run a transport company that takes care of the uniform appearance of vehicles (regardless of the model), you will facilitate the use of your services, because no one will confuse your fleet with any other. It may be crucial in many life situations of your clients. Cooperation with the same designer or team – this is the simplest solution to ensure consistency. The fact is that when designing visual identification, the designer reflects his way of thinking to some extent. When you keep working with the same people that were responsible for your basic branding elements, it is much easier to add "next chapters" to the story of your brand and what it has to offer. In practice, it saves your time and money with the benefit of your brand's consistency

## 7 How does branding and brand identity work together?

When you define the missions, values, objectives, the target audience or the keywords of a brand, you are creating the foundation of branding. The brand identity is the visible face of the same brand. That's why you must be sure that the face of your brand represents everything in a very distinctive, memorable and professional way.

Brand identity is the set of characteristics that define the values and mission of your business. The company logos, product design, and ethics of your business. The objective of using all these visual and corporeal rudiments is to create a positive imprint on your clients. The brand's identity also:

- Provides a unique feel to the products.
- Show your clients who are you and how to solve problems.
- Conveys the things you want your clients to feel when using your products.

## 8 Being practical: What's a logo?



The logo is a visual representation of branding. It's the graphic symbol of your brand. To stand out from the rest, it's important to invest time and money for your design. In the end, this is your graphic identity. By doing this, you'll get a professional visual presence. And it will give coherence to all the other platforms of your business when it comes to visual look.

The objective of creating a good logo is that you must identify the business in a way that is recognizable and memorable in the minds of its users.


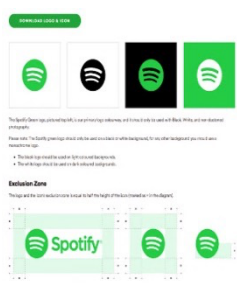
A practice example from reality is The IKEA logo, as it can be seen in the image above, has changed a lot with the times, but it remained constant since 1967. Only changing its colors and keeping the shape with the type font. The combination of blue and yellow they use today, means trust and reliability. But also, friendliness and affordability. Together with the rounded and black font, and the oval frame, gives the impression of it being a strong, well-positioned and inclusive brand.





## 9 Results

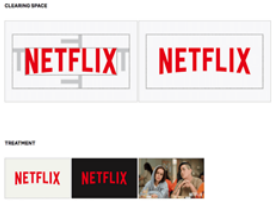


Teaching university level young society art educators starts shaping the long-life experience and getting ready for work life supporting their own income and startups, developing own visual identity is not just a course to learn but just a start of a long way of updates coming to new Saudi society and friendly community. enjoyable class was designed to fulfill a community need for development.



Examples of branding, brand and visual identity to be given in curriculum content.

Sample example	logo	discretion
1.- Skype		<p>Skype is a clear example of how branding, brand and visual identity come together. They have launched a new logo, a more stylized version that represents the look &amp; feel of the Microsoft Logo. This design forms part of a great transformation phase because the company has also changed the design of its website and mobile app. The website's new design tries to offer more flexibility, allowing its users to personalize the platform with many different colors or by adding emojis to the conversations.</p>
2.- Spotify		<p>Spotify's style guide might look basic and green, but the brand is more than just its lime green circle logo. The pallet of colors of Spotify includes three color codes, while the rest of the guidelines of the company's brand is focused mainly on the variation of the logo and cover. The style guide of the branding, brand and visual identity of Spotify lets you download an icon of its logo, so it's easier to represent the brand without having to make it by hand</p>

3.- Jamie Oliver		<p>Jamie Oliver has a fairly complete style guide for its branding, brand and visual identity that covers the location of the logo in all its kitchen products. The company also includes a wide pallet of colors with each color, ordered by the product in which it must appear.</p>
4.- Herban Kitchen		<p>Herban Kitchen has a unique pallet of colors and textures in its style guide. These guidelines help by not only showing how the logo will look, but also, how different the company's outer facades will look for any potential client</p>
5.- Urban Outfitters		<p>The picture, color and also voice tone appear in the brand guidelines, inspired in California by Urban Outfitters. But the company isn't afraid to include information about their ideal Muslim consumer and the brand's beliefs.</p>
6.- Love to Ride		<p>Love to Ride is a bicycle company, the variety of colors they use in their style guide is visually pleasing. The brand guidelines include nine color codes and tons of logo and background details.</p>

7.- Netflix		In regards to its public brand assets, Netflix mainly focuses on the treatment of its logo. The company offers a simple set of rules governing the size, spacing, and location of its famous uppercase typography. As well as a unique color code for its classic red logo.
8.- I Love KSA		Despite their famous simple shirts, I Love Riyadh also has a style guide for its brand. The company starts its guideline with a detailed explanation of its mission, vision, history, target audience and voice tone.
9.- Universit y of king saud		The style guide of the University king Saud in Riyadh is more an art album than a traditional marketing guide. It shows you dozens of contexts available for the use of this school's logo, including animation

## Conflict of interest

The authors declare that there is no conflict regarding the publication of this paper.

## References

- [1] Cross, Nigel. Design Cognition: Results from Protocol and other Empirical Studies of Design Activity, in C. Eastman, M. McCracken and W. Newstatter (eds.) Design Knowing and Learning: Cognition in Design Education, Elsevier, Oxford, ISBN 0 08 043868 7., 79-103(2001).
- [2] Dorst, K. (2011) "The Core of Design Thinking and its Application", Design Studies., **32**, 521-532(2011).
- [3] "Color Theory: Additive and Subtractive Colors". The Paper. Retrieved 11 February 2021.
- [4] Dorst, Kees; Cross, Nigel (2001). "Creativity in the design process: Co-evolution of problem-solution" (PDF). Design Studies., **22** (5), 425-437(2001). doi:10.1016/S0142-694X(01)00009-6.
- [5] Dorst, K. (2011) "The Core of Design Thinking and its Application", Design Studies., **32**, 521-532(2011).
- [6] Jones, John Christopher. Design Methods. New York: John Wiley & Sons., 1970.
- [7] Newell, A., and Simon, H. (1972) Human problem solving, Prentice-Hall, Inc.
- [8] Simon, H.A. (1996) The sciences of the artificial, MIT Press, Cambridge, MA, USA. p. 111. ISBN 0-262-69191-4

## 10 Conclusions

The objective of creating a good logo - visual identity - is that you must identify the business in a way that is recognizable and memorable in the minds of its users.

A practice in university course level can bring out the best in a learner mind and teacher intentions for a creative styled content an example from reality is a blessing, as it can be seen in the images for course content, changed a lot with the times, but it remained constant since 1980's. Only changing in colors and keeping the shape with the stilling type font, friendliness and affordability. Together with the rounded and black font, and the oval frame, gives the impression of it being a strong, well-positioned and inclusive brand. references used in this research paper are only what was used in the course content not the basic definitions and source for the relevant writing's.