

The Role of Textile Printing in Designing Visual Identity for City Branding

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Abstract :

There are many countries in the world that visitors are fascinated by, for what they have done in preserving their identity, the colors of their buildings, and highlighting their architectural character in their various facilities , The key to successful branding is to establish a relationship between the brand and the consumer, such that there is a close fit between the consumer's own physical and psychological needs and the brand's functional attributes and symbolic values .The field of textile printing is one of the most important fields that can contribute effectively in building the visual identity, because it contains many details that have the power to effectively influence the design of the visual identity. Therefore, the researcher was keen to focus on the field of textile printing specially by emphasizing its' role in building an integrated visual identity for a city.

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As the research is talking about city branding and its role in the Sustainable Development of any City so it is very important to discuss the **SWOT analysis**

Which is a strategic planning technique that provides assessment tools.

of the city that is targeted to be branded and here in our research we are talking about Hurghada and it's strength and weakness , opportunities and threads to be able to make a city branding for hurghada

The research has been divided into parts, beginning with the introduction, problem, goals, importance, assumptions and methodology, then the theoretical framework includes What is city Branding , Advantage of city branding , Deference between city image and city Identity Characteristics of Successful City Brands , Sowt analysis of hurghada , Designing process of city branding , and textile printing Products to be branded , then Results , And Recommends.

Keywords:

City branding , city image ,textile design identity

الملخص:

هناك العديد من الدول في العالم التي ينبهر بها الزوار ، لما فعلوه في الحفاظ على هويتهم ، وألوان مبانيهم ، وإبراز طابعهم المعماري في مرافقهم المختلفة ، ومفتاح العلامة التجارية الناجحة هو إقامة علاقة بين العلامة التجارية والمستهلك ، بحيث

يكون هناك توافق وثيق بين الاحتياجات الجسدية والنفسية للمستهلك والسمات الوظيفية للعلامة التجارية والقيم الرمزية. ويعد مجال طباعة المنسوجات أحد أهم المجالات التي يمكن أن تسهم بشكل فعال في بناء الهوية البصرية ، لأنها تحتوي على العديد من التفاصيل التي لها القدرة على التأثير بشكل فعال في تصميم الهوية المرئية. لذلك حرصت الباحثة على التركيز على مجال طباعة المنسوجات خاصة من خلال التأكيد على دورها في بناء هوية بصرية متكاملة للمدينة. نظرًا لأن البحث يتحدث عن العلامة التجارية للمدينة ودورها في التنمية المستدامة لأي مدينة ، فمن المهم جدًا مناقشة تحليل SWOT للمدينة المستهدفة للعلامة التجارية وهنا في بحثنا نتحدث عن الغردقة وقوتها والضعف والفرص والتحديات التي من الممكن ان تعوق اقامة هوية بصرية فعالة و مؤثرة لمدينة لتكون قادرًا على صنع علامة تجارية لمدينة الغردقة تم تقسيم البحث إلى أجزاء تبدأ بالمقدمة والمشكلة والأهداف والأهمية والافتراضات والمنهجية ، ثم يشمل الإطار النظري ما هي العلامة التجارية للمدينة ، ومزايا العلامة التجارية للمدينة ، والاختلاف بين صورة المدينة وهوية المدينة و خصائص العلامات التجارية الناجحة للمدينة و في اطار التنمية المستدامة لمدين الغردقة تم عمل تحليل بيئي رباعي لمدينة الغردقة وعملية تصميم العلامات التجارية للمدينة بمراحلها المختلفة من اختيار الاسم و المجموعة اللونية المعيرة عن هوية المدينة و الوحدات المساهمة في التصميم وطباعة المنتجات على المنسوجات ليتم تطبيقها ثم النتائج والتوصيات

الكلمات المفتاحية:

الهوية البصرية لمدينه , الصورة الذهنية لمدينه , تصميم الهوية

Introduction:

The term (Visual Identity of a City) came within the activities of the Sixth National Youth Conference in 2018, under the auspices of His Excellency President Abdel Fattah Al-Sisi, President of the Republic of Egypt , that each city should have its own visual identity due to its tourism and archaeological features. Indeed, the beginning was under the slogan (Branding Egypt) to highlight the nature and identity of Egypt. Luxor Governorate has appeared in a new vision (figure 1)that distances itself from stereotyped and undesirable images of the shape of the state and consolidates the future vision of Egypt with its civilization and history .



Figure (1) branding Luxor



Figure (2) branding Aswan

Then, in December 2021, during the Upper Egypt Week, called on President Abdel Fattah El-Sisi to start implementing the visual identity of the city of Aswan.(figure 2) As The visual

identity greatly helps in upgrading life because of its great impact in promoting tourism, in addition to its role in preserving the identity of the state.

There are many countries in the world that visitors are fascinated by, for what they have done in preserving their identity, the colors of their buildings, and highlighting their architectural character in their various facilities.

The visual identity applications project aims to consolidate the concepts of identity and tourism promotion, as the idea of the project is based on designs that suit each governorate, each craft or sector, with the goal of advertising and tourism promotion, and the visual identity is an introductory tool that teaches people about the character of the city. Staying away from any stereotyped and unpleasant images of the state's shape,

We also have a different identity for each governorate, and if it is highlighted, there will be an paralleled beauty that will attract the attention of tourists from all over the world and create a future vision that will always be rooted in the minds and enhance local and global awareness.

The field of textile printing is one of the most important fields that can contribute effectively in building the visual identity, because it contains many details that have the power to effectively influence the design of the visual identity.

Therefore, the researcher was keen to focus on the field of textile printing specially by emphasizing its' role in building an integrated visual identity for a city.

Research problem :

Studying the role of textile printing design with its various products and its role as a visual communication medium to show the visual identity of a city and its impact in strengthening the tourism attraction did not receive a sufficient study and research in the previous studies

Research Importance :

- 1-The field of textile printing is characterized by its multiplicity of products, which makes it one of the best fields for designing an effective visual identity
- 2-Designing a visual identity for a place through the field of textile printing creates a kind of strong competition between cities and each other and a strong impact on the tourism field.

Research Aims :

- 1-Studying the visual identity of a place
- 2-Analytical study of the different products of textile printing that help in creating the visual identity of a place with application to the city of Hurghada.
- 3- Study the steps of designing a visual identity by choosing certain font identity, colors and motifs that express the nature of the place

Research Hypotheses: The research assumes that:

- 1- The study of the visual identity of a place helps to create a distinct identity for each city from others, as well as a tool for tourist attractions
- 2- The use of textile printing in designing the visual identity of a city leads to strengthening the image and originality of the place and distinguishing it between cities

3- The use of the field of textile printing to design various products confirms the strength of this field and the multiplicity of its products that affect the design of the visual identity significantly.

Research Methodology :

1-Descriptive approach: To describe the nature of the city of Hourghada and its distinctive areas

2- **Analytical approach:** For the types of textile printing products and fields that are suitable for designing a visual identity for a city.

3- **Experimental approach :** It deals with the innovative aspect of making experiments and technical solutions for a number of designs that are suitable for printing on different products to create a distinctive visual identity for the city.

Research limits :

1- Temporal limits : The beginning of the visual identity of a city and when did it begin.

2- Spatial boundaries: Study the effect of designing a visual identity for the city of Hourghada in the Arab Republic of Egypt.

3- Objective limits:

-Study the beginnings of the visual identity of a city and its importance.

-Studying the difference between the visual identity and the stereotyped image of a city.

- The extent of benefiting from the design of a visual identity for a city to influence the city's tourist attractions.

- The impact of displaying textile printing products on creating a distinctive visual identity for a city.

-Studying the steps of building the visual identity of a city

-Creating a number of printed designs that are suitable for creating a visual identity for a city

Theoretical Frame :

1)-What is city Branding(



Figure (3) city branding

city branding is a product or service made distinctive by its positioning relative to the competition and by its personality, which comprises a unique combination of functional

attributes and symbolic values'(figure 3) The key to successful branding is to establish a relationship between the brand and the consumer, such that there is a close fit between the consumer's own physical and psychological needs and the brand's functional attributes and symbolic values (10).

The image of the city is interpreted by the city branding offered by the city. It is also highly related to the identity that is closely attached to a city. And emphasizing the strengthening of the tourism sector. (5)

Also Brand is a concept that helps marketers to create and position his products or services which related to the proposed images through differentiating outputs and comparing them with their competitors through highlighting and positioning unique characteristics of the brand. (15)

On the other hand, brand also helps marketers to increase their products power, enhance the prestige, and build goodwill through giving an identity to specific product or service. A brand has various descriptions among the targeted costumers based on brand selection process, brand usage, and ease of consumption (3)

Cities around the world are branding themselves just like other commodities as they compete to be the best. "A strong place brand helps a place compete in the global marketplace," (11)

The main idea behind city branding is that we give an image of the city to people so that it turns from a location to a destination ,Branding a city can be seen as a prolonged part of city ,marketing; it requires an extensive length of time to alter the character and image of a city including establishing infrastructure programs and creating recognizable attractions. .(19)

(1-1)-Advantage Of City Branding

- Increase the visibility of the city,
- Establish a positive city image-
- Expand the inflow of external business,
- Optimize the development of the city,
- Extract the elements that distinguish the city from other cities, and inject new vitality into the development of the city. (9)

Place branding is an action of selecting all the positive factors of a place and then differentiating the place from others to promote its new image. When a place is branded, the name of a place brand is relatively fixed by the actual geographical name of the place (7)

(1-2)-The Effectiveness Of City Branding Consisting Of (17)

Presence	Place	Potential	People	spirit	Prerequisite
the status and position of the city in the eyes of the local and international community	the physical aspects of the city, comfortable ,beautiful, and how the weather is.	evaluate the economic opportunities, finding work, attractive tourism object	People who are able to be friendly and provide convenience in exchanging cultures, language and sense of security	urban lifestyle things of interest	describes comfort, availability of accommodation and other infrastructure access.

Figure (4) effective city branding

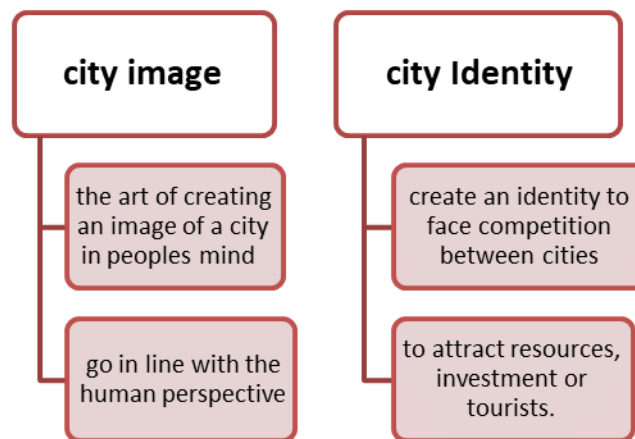
1-3)-Deference Between City Image and City Identity:(

Figure (5) city image and identity

(1-3-1)-City's Identity

There is a very close link between a city's identity and its brand., a city brand reflects the city's core values and characteristics.

The brand message may also point to future aspirations and perspectives, while at the same time being rooted in the true story of the city. (6)

Cities need to be aware of the risk of creating too wide a gap between the brand message and reality. Ideally, cities should be able to first demonstrate a characteristic, then communicate it. To be successful, city branding is often a long-term process, and should involve key local stakeholders, in a highly structured process.(figure 5)

This allows all stakeholders to take responsibility for each stage, and also enables sufficient time to develop a brand that truly reflects a city's identity and values.(27)

(1-3-2)-City Image

The image of the city is usually formed in the minds of the people because there are special characteristics that exist in the city (14) City image or brand image is a customer perception and trust that is reflected in the associations contained in the consumer's memory (2) the

image of a place is a combination of the characteristics of a place that is in line with the human perspective.

(1-4)-Characteristics of Successful City Brands (12)



Figure (6) characteristics of city branding

(1-5)-How to Brand a City:

There are some essential Steps that help in the creation of a successful city brand (8)

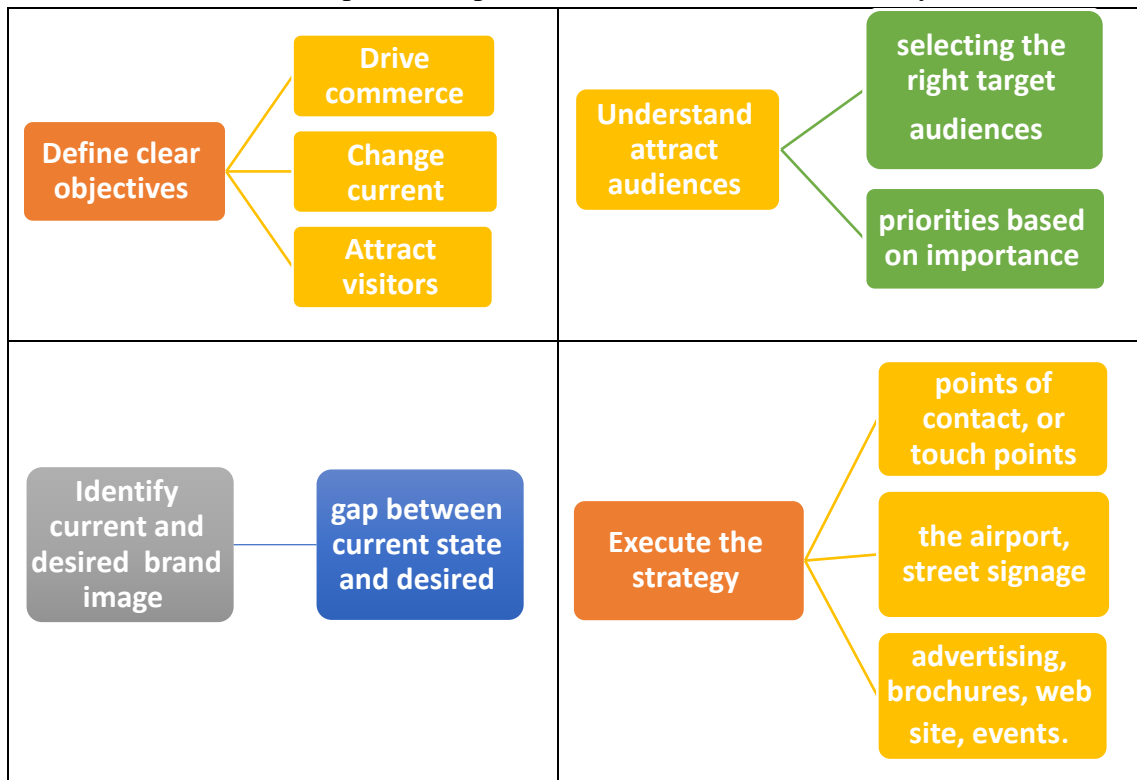


Figure (7) brand a city

2)-Branding Hurghada:

Hurghada is a city in the Red Sea Governorate of Egypt. It is a main tourist center and second largest city in Egypt located on the Red Sea coast

hurghada is Egypt's oldest and most famous resort. Offshore is the colorful and bizarre Red Sea world of coral and fish life that first brought Hurghada to worldwide attention, while back

on solid ground, the once tiny fishing settlement has mushroomed into a resort city catering directly to tourism

hurghada offers some of the best diving in the world, just a five-hour flight from Europe Year round sunshine, crystal clear waters, visibility in excess of 30m and water temperatures touching 30 degrees in late Summer plus some truly beautiful and spectacular marine life – this is a diving and snorkeling paradise (figure 8) this beach is one of the calmest beaches and most beautiful places in Hurghada. Beside its soft sandy beach it is very clean and offer variety of useful services. The beach is good for families and water ski enthusiasts and the view of the beach is excellent (24)



Figure (8) branding Hurghada

(2-1) Sustainable Development of City Branding:

For the sustainable development of city branding, city branding identity strategies should achieve the following four points:

(2-1-1) Regional brand strategy: that is to make full use of regional hardware conditions, and gives regional character;

(2-1-2) Brand communication strategy: that is to give local residents a sense of pride, create regional cultural value and improve the quality of life of residents, so that all residents can share the benefits of the city branding;

(2-1-3) Entertainment brand strategy: which means to create unique cultural values and lifestyles, and attract the attention and visits of customers (outsiders)

(2-1-4) Image brand strategy that uses multiple expressions of the four core values to activate the regional economy and ensure the sustainable development of the brand.(25)

(2-2-)What Is SWOT Analysis?

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.

Key Takeaways

- SWOT analysis is a strategic planning technique that provides assessment tools.
- Identifying core strengths, weaknesses, opportunities, and threats leads to fact-based analysis, fresh perspectives, and new ideas.
- SWOT analysis works best when diverse groups or voices within an organization are free to provide realistic data points rather than prescribed messaging.

(2-3)-SWOT Analysis of Hurghada:

As the research is talking about city branding and its role in the Sustainable Development of any City so it is very important to discuss the **SWOT analysis** (figure 9) of the city that is targeted to be branded and here in our research we are talking about Hurghada and it's strength and weakness , opportunities and threads to be able to make a city branding for hurghada.

strength	weakness	opportunities	threads
<ul style="list-style-type: none"> • Attractive climate in winter • Sustainable strategies adopted • Main Tourist Center • Second largest city on the red sea coast 	<ul style="list-style-type: none"> • Hot in Summer • Dependant economically on Tourism 	<ul style="list-style-type: none"> • Variety of investments seaside or desert • Future town growth and vacant land 	<ul style="list-style-type: none"> • High energy demands • Private owners

Figure (9) swot analysis

(3)Textile Printing and City Branding :

The field of textile printing is one of the most diverse fields in its products, which can contribute in building a strong and effective city branding, as its products represent direct contact with visitors.

Features Of the Product.

- Textile product
- Can be printed
- Can be branded
- Can be a communication tool .

(3-1)-Designing Process of City Branding :

According to the definition which was approved by American Marketing Association, a brand is a

name, term, sign, symbol, design or the combination of all of them in order to define, describe and differentiate one product or service apart from other similar ones(18)

A brand is not just a logo, picture, or a symbol. Apart from definition of a name or logo, it also reflects identity, personality, reputation, image, promise, price, added value, and advantageous elements of the products comparing the results of its competitors (1)

brand that is closely connected with key aspects of the city's identity.As a result, brand guidelines have been developed, including a colour palette reflecting those colours perceived to evoke the characteristics of the city,Once a city brand has been developed, the next challenge is to promote and communicate it to the identified target groups. (figure 10) For this purpose a number of tools exist, including press relations, advertising, events, social media. Since the choice of media is closely linked to the message and is therefore never neutral, cities should choose their communication strategy with care. (22).

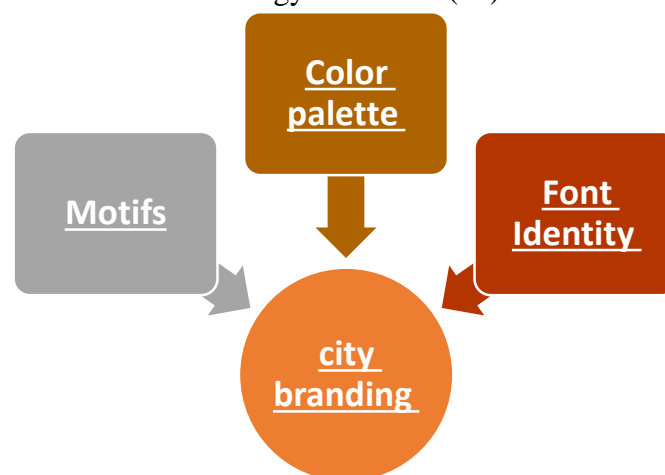


Figure (10) designing process

(3-2)-Color Palet :**Must Reflect Characteristics of the City:(figure 11)**






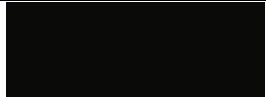






			
Warm colors include red, orange, and yellow, the colors of fire, of fall leaves, and of sunsets and sunrises, and refers to passionate, and positive.			
			
earth color. It can represent new beginnings and growth	neutral color power, elegance, and formality	Sea , Sky , calmness , peace	Purity, neutral color , cleanliness, and virtue
			
earth color wood, and stone, desert color	passion, and positive	earth color and green area	earth color and desert side

Figure (11) color palet

(3-3)-Motifs :**Must Reflect City Identity:** from the colorful and bizarre Red Sea world ,the wonderful sunny climate ,diving and snorkeling activities, the sunshine and crystal clear water.(figure 12)

Figure (12) Hurghada motifs

(3-4)-Font Identity :

Must Reflect a Message : font identity composed from three steps firstly the Arabic font which is reflect an Islamic Andalusian font secondly modern English font were combined together to reflect an identity of authenticity and modernity as a message for local and foreign visitors (figure 13)



Figure (13) Hurghada font identity

(3-5)-Number of Artistic Experiments between Font identity and color palet background : Figure (14)

Figure (14) artistic experiments

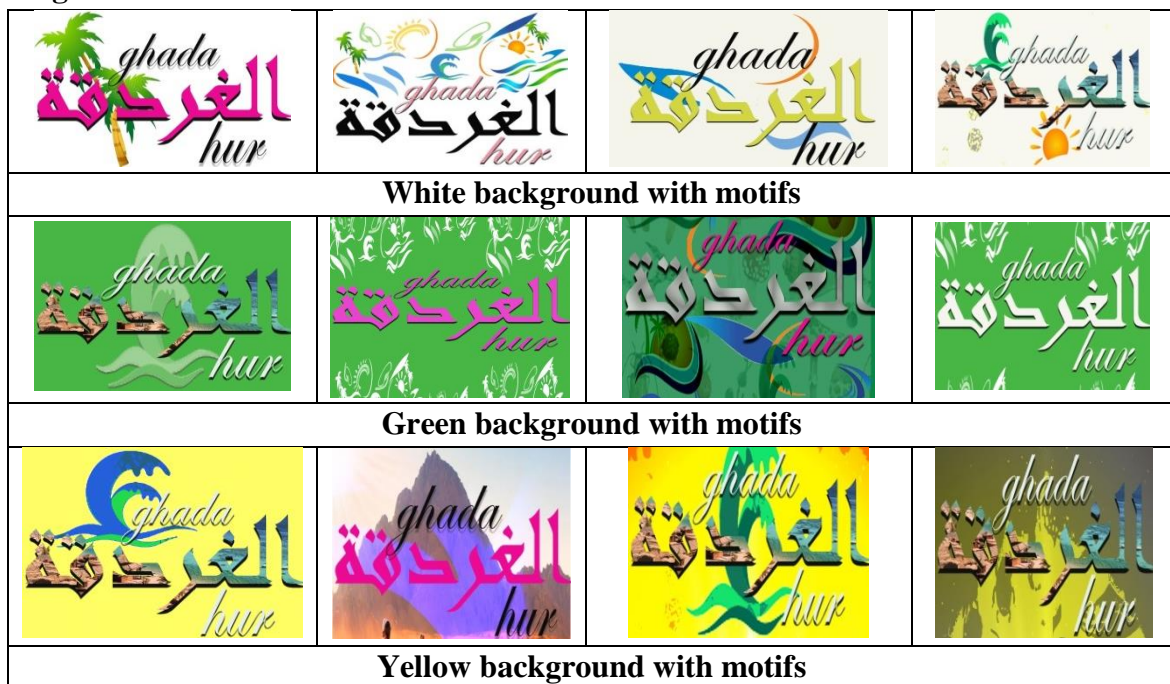
(3-6)-Number of Artistic Experiments between Font identity, motifs and palet background :



Figure (15) artistic experiments

(4)-Textile Printing and Products to be Branded :

The field of textile printing is one of the most important fields that can contribute effectively in building the visual city identity, because it contains many details that have the power to effectively influence the design of the visual identity with its multiple products which is may be found in any place the costumer could visit as it represents an direct contact with the visitor.

Therefore, the researcher was keen to focus on the field of textile printing products, specially by emphasizing its' role in building an integrated visual identity for a city.

(4-1)-Official Uniform



Figure (16) Official Uniform

Official uniform used by the employees to set expectations regarding the image it wants the brand to convey to a target audience to send a specific message ,here city branding can use the official uniform whether in airports or receptions to confirm the city identity through clothing.(figure 16)

(4-2)-Corporate Uniform**Figure (17) corporate Uniform**

A corporate uniform forms part of the broader Corporate Branding Strategy and is an important element of branding Corporate Image in city branding. This policy establishes guidelines for the provision and mandatory wearing of Corporate Uniform.(Figure17)

(4-3)-Street Flags**Figure (18) street Flags**

Street Flag is a country's way of portraying itself to the rest of the world. Flags can be portraits of a country's image our create new city branding as *street Flags* create a sense of community; *Street Flags* all over the City give an event a sense of *importance*; *Street Flags* generate Awareness & Excitement , *Street Flags* bring life into the City(figure 18)

Commercial Market products:**(4-4)-Tote Bags****Figure (19) Tote Bags**

promotional tote bags custom printed can be used largely in city branding area as it has both sides of the bag can be printed with city identity , slogan . the perfect way to showcase your brand in a style .and simply high visibility branding opportunities. as people walk the streets they carry city branding message in large visible print so others can see.(figure 19)

(4-5)-Sports Cap**Figure (20) Sports Cap**

the caps complement most looks and can be worn to any event or occasion. Depending on this preference, printed caps can be used in any event , caps remain an excellent way to convey specific messages about specific brand quickly and effectively. The wide range of colours available ensure these caps are suitable for everything from festivals to exhibitions, plus they can be embroidered for full impact.(figure 20)

(4-6)-T-Shirt**Figure (21) T-Shirt**

Promotional T-shirts are a perfect way to attract and make a brand popular in niche area. It attracts interest and builds a customer base, as T-shirts are always in Demand, T-shirt is the best promotional item that stands as exclusive apparel. They never go out of fashion and are considered a long-lasting promotional item. Also it is a Walking Advertisements and become brand ambassadors everywhere they go in the community. Affordable and easy brand awareness Lasting Impression Moreover, printed t-shirts can be the best option to celebrate an occasion, sports event, or a cultural function

(4-7)-Head Turban**Figure (22) Head Turban**

Turbans are classy, useful and practical headwear. Turban can used in city branding and also as a souvenirs from an branded place.(figure 22)

(4-8)-Face Mask**Figure (23) Face Mask**

Face masks is a must for individuals working in the medical field and for many businesses across all industries. Logo face masks are designed to offer employers, customers, medical staff, and patients extra protection, but they also present yet another opportunity to increase brand awareness and physical contact with the brand (figure 23).

Beach Products**(4-9)-Beach Flags****Figure (24) Beach Flags**

These are easy to stick straight into the sand , give life to the beach and make sense of life and freedom and can promote easily to city brand.(figure 24)

(4-10)-Beach Umbrella



Figure (25) Beach Umbrella

Custom Printed Promotional Beach Umbrellas not only offer protection against the harsh UV rays but also ensure that city brand is visible to potential clients and customers. A custom beach umbrella is wider than standard rain umbrellas, they offer large space and an uninterrupted view to showcase message and logo and confirm the impact of the city branding on visitors

(4-11)-Life Guard Uniform



Figure (26) Life Guard Uniform

Life Guard Uniform is an part of the promotional city branding as the life guard has his own continual presence all the day with the visitors and gests so he may help in shaping the city branding in visitors mind easily (figure 26)

(4-12)-Sailing Boat



Figure (27) Sailing Boat

Sailing activity is one from the most interested activities for visitors and costumers , so using sails to promote city branding will be very useful as it is a walking promotional tool in city branding.(figure 27)

Café & Resturant

(4-13)-Apron



Figure (28) Aprons

Promotional printed Aprons one of the most important and excited tool in city branding as all visitors use café and resturants for eating , drinking and spending time so it will be a lasting impact on them (figure 28)

Printed Hangings:

(4-14)-Lobby & Rooms



Figure (29) Lobby

Printed hangings is the oldest and most influential product in textile printing as it contains its own designs and impact , putting printed hangings in lobby or rooms create a direct and great contact between costumers and brand identity itself with its technical aspects of composition (figure 29,30)



Figure (30) Rooms

Results

- 1- The field of textile printing, with its various products, is an important and influential source in designing a visual identity for a city
- 2- The research showed the steps of designing a visual identity for a city through a number of different design experiments
- 3- The research presented nearly 15 different printed products that can be used in designing a visual identity of a city

Recommends

- 1- The need to search and focus on cities that are not on the tourist map to create a visual identity for them.
- 2- The necessity of integrating the field of textile printing with a number of other technical fields in order to provide an integrated vision of the visual identity of a city branding.

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