

## Arabic Typography Design Considerations Suitable for Wordmark Logos

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### Research Abstract

A trademark is the most important element in confirming the visual identity of an organization or a company. Its main function is to introduce and constantly remind and confirm a specific idea of it. A well-designed wordmark logo is what gives a company the ability to compete, and reflects its unique personality.

From here, the research problem arose in studying typography design considerations suitable for wordmark logos.

Where the research aims to study the Arabic typography design considerations suitable for wordmark logos, by taking advantage of the role of the typography in creating a specific identity for it, and the researcher presents and analyzes different models for them.

Since the design of the appropriate typography for the wordmark logo, is an integral part of building its identity, it has the ability to tremendously express. Fonts carry different meanings and connotations, and we automatically react differently in our thoughts, feelings, and behaviors when we see them. Thus, designing the right typography for it will convey the correct message to the recipient, while the wrong design will reduce its credibility.

The research found that there is a strong relationship between memory, perception, and attention, as attention works with memory to form a distinct state of visual perception of letters and writings for the recipient, in which he identifies the structural and formal features of the typography elements, on the basis of which a corresponding formation in the memory that invokes him when he sees the same visual perceptions that include it again.

### Keywords:

(Typography - Trademark - Identity)

### Research problem:

The research problem is summed up in answering the following question:

What are the appropriate typography design considerations suitable for wordmark Logos?

**Research Objectives:**

The research aims to:

- Recognize the importance of typography in the identity of wordmark Logos.
- Highlighting typography design considerations suitable for wordmark Logos.

**Force search:**

The research assumes that studying the appropriate typography design considerations suitable for wordmark Logos contributes to strengthening its identity.

**Search limits:**

Objective limits: Wordmark Logos.

**Research Methodology:**

The research follows the descriptive analytical method to verify the validity of the research hypotheses.

**Research axes:**

Firs: the theoretical framework

Second: The analytical framework of some trademarks designed with Arabic letters.

**Search terms:****- Typography**

Linguistically, "Typography" is a term derived from the Greek words typos (form) and graphia (writing), meaning the form of writing. Fonts include writing size, line length, space between letters and words, and visual and artistic order of other elements related to the letter and design language. Typography is one of the most prominent art types defined as an artistic and functional arrangement for making writings readable to others.

**- Trademark**

It is everything that takes a distinctive form such as names, words, letters, signatures, addresses, symbols, numbers, seals, shapes, pictures, engravings, drawings, packaging, figurative elements, scent, sign, group of signs, color, group of colors, or a combination of all, this is for the purpose of identifying or distinguishing the good, product or services of an institution from competitors, and also to identify and introduce the product in order to protect the consumer.

The trademark is not just a logo, it is the impression that the company or organization as a whole reflects, and it is the mental image built in the consumer's mind and is linked to the name of the company whenever it is mentioned.

**- Identity**

It is one of the main roles of trademark for a company or organization, and the visual aspects that are part of its entity, it includes anything visual produced by the trademark such as logo design, fonts, colors, images, and any other symbols that it uses to communicate the trademark messages.

**Introduction**

Typography is one of the most important elements of visual communication in Wordmark Logos, because of its ability to convey the message to be conveyed and reinforced by the

implicit meaning of calligraphy, since letters and writing have a different psychological impact depending on their forms and types, reflecting connotations and conveying feelings and mood, suggesting positivity or sobriety, or lightness, softness, persuasion and even joy and optimism. Each of these patterns has characteristics that must be considered when employing characters in a script brand.

## Logo

A logo is a symbol that carries a message to a target audience, distinguishes a company from its competitors, and denotes the company's activity in a simplified form. It also tells the story of the company, by conveying a brand message in a way that helps to establish emotional contact with the target audience

### Types of logos

There are many logos and each type has a different character, and the following figure (1) shows the types of logos for the different most famous Wordmark Logos.



Figure (1) shows the types of logos for the most famous trademarks.

As the research examines the design considerations of Arabic typography that are specific to a Wordmark Logos, the types of text logos should be clarified in detail.

### Wordmarks

Logos are based on an organization's or company's name as it is and do not contain an icon, and are based on a unique and innovative font that marks the wordmark Logos. They are divided into several types:

### 1.Typeface



Figure (2) shows the Typeface logo for different trademarks.

### 2.Lettering



Figure (3) shows the logos of the most famous trademarks that were designed with letters.

### 3.Calligraphy



Figure (4) shows different types of logos that depend on Arabic calligraphy.

### 4.Dual Language



Figure (5) shows different models of wordmark Logos based on the integration of the Arabic and Latin languages.

## The importance of typography in creating a Wordmark Logos identity

In the book “Designing Brand Identity” for “Alina Wheeler” states that successful trademark identity systems depend on how the recipient views the trademark and must express the organization's unique vision, goals, values, and personality.

Typography forms a large part of the wordmark Logo identity, appearing in various advertising media (website, social media, posters, etc.). Typography is a key component of the wordmark Logo, along with logo, colors and images, to help enhance consumer remembrance.

Lines convey different feelings; Classical fonts express a strong personality, while modern fonts may convey an elegant and neutral appearance. For example, a bank may choose traditional lines to convey a sense of stability and trust to its customers, while technology companies may choose modern fonts, to convey as innovators and sophisticated thinkers to its customers.

## Stages of the process of recognizing the writings and letters in the wordmark Logo

the wordmark Logo perception process can be analyzed into:

1. Temporary sensory images related to impressions that did not reach the level of perception.
2. Mental images, which are defined as the set of mental symbols by which the images of things are evoked.

Attention with memory creates a distinct case of visual perception of letters and writing within the recipient's wordmark Logo, in which the structural and morphological features of the elements of the typography are recognized, and a corresponding configuration of memory is recalled by the recipient upon seeing the same visual perceptions included in the design.

In Gestalt theory, typography as linguistic symbols is perceived as a visual icon before parts of letters and words are perceived and read; it is a self-contained graphical visual icon with expressive meanings. If a form represents an external appearance, then semantic content is the meaning of a design structure, which can be explained by the association of parts of a design structure in light of the concepts of Gestalt theory, which are interacting with each other, are connected, and are assembled by a given organization.

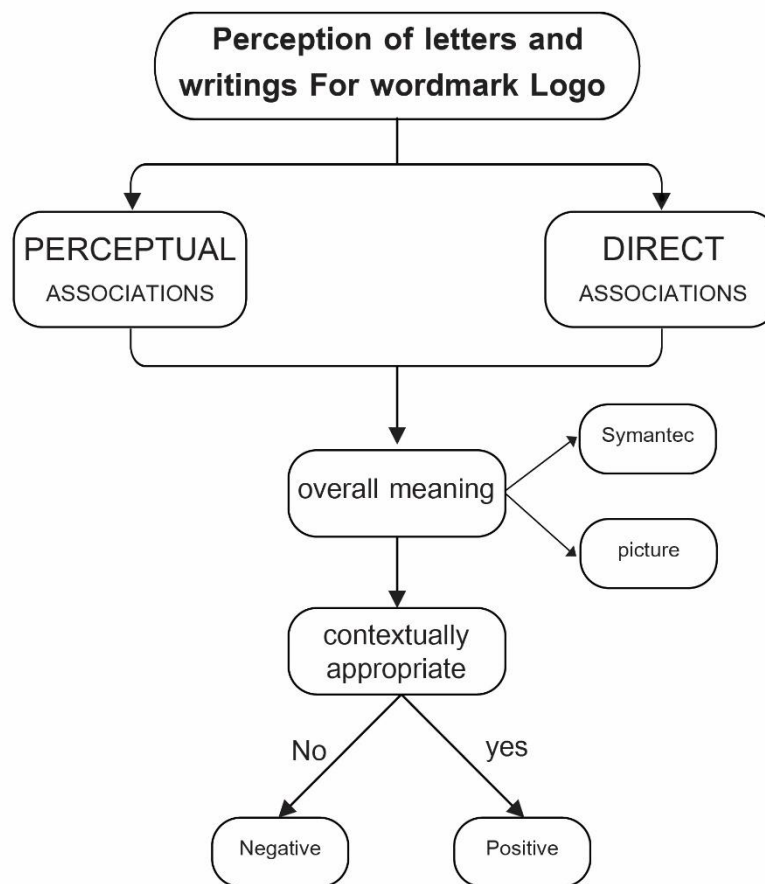


Figure (6) shows the relationship between the process of visual perception and typography in the wordmark Logo.

### The role of typography in the perception of the Wordmark Logos

Textual trademarks are based on typography, a powerful element in the ease of brand identification. It also helps to create a unique connection and sense of familiarity between the text brand and the recipient, and to embed them in their minds. When we think of famous brands like Coca-Cola and Disney, we can easily imagine their unique logo in the mind.

The mind plays a role in the perception of fonts, as fonts have different components (size, weight, direction, etc.). Seeing the line, the mind unravels these components: size, for example, is it large or small? Is it heavy or light? Emotional associations and responses within the mind, is it modern or traditional, fun or serious, etc.? It's directly related to the brain where it's already

seen. What activity has he used in before and what was his experience, good or bad? It then details whether it is long, short, thin, thick, etc.

## **Typography Design Considerations Suitable for Wordmark Logos**

The calligraphy design is a little bit like choosing clothes for different occasions; when we go for a job interview, we don't go in sports, or when we go to a football game we don't go in suits. Similarly, in font design, a proper font design helps to convey the right message to the recipient. The type of line determines its tone and affects the recipient.

There are characteristics of a good script for a wordmark Logo:

- Legible
- Unique
- Memorable
- Multi-platform oriented
- Able to communicate trademark personality.

These are the basic features of the typography that a wordmark Logo will use as an extension of its character across different contexts. Considerations for the appropriate typography of a wordmark Logo are as follows:

- 1.Features
- 2.Define the Personality and Objective of the wordmark Logo
- 3.Identifying Competitors
- 4.Identify your Audience
- 5.Readability and Legibility
- 6.Consistency
- 7.Combine Different Font Styles

## **The results of the theoretical and analytical study:**

- Arabic letters and scripts have a great ability to express and convey appropriate impressions of the value and status of a wordmark Logo.
- Attention with memory creates a distinct case of visual perception of letters and writing within the recipient's textual trademark, in which the structural and morphological features of the elements of the typography are recognized, and a corresponding configuration of memory is recalled by the recipient upon seeing the same visual perceptions again included in the design.
- Except the more the cognitive meanings of the typographic elements are related to images in the recipient's imagination, the easier it is to perceive them correctly.
- However, consideration of the appropriate typography of a wordmark Logo helps to strengthen its identity.
- Typography is an essential component of a trademark, especially a wordmark Logo, because it has visual features that reflect the character of the trademark, determine its value, and effectively influence consumer remembering of the trademark.
- The use of a specially designed font across multiple platforms, media and projects aims to build intimacy with the public and preserve the consistency of the wordmark Logo identity.

### **Recommendations:**

- The necessity for the designer to study the creative energy inherent in the Arabic letter aesthetically, psychologically and functionally to achieve the optimal use of typography in the design of the Arabic script.
- Except that it is necessary to design an entire distinctive alphabet in both Arabic and English that is intended to be used by a font specifically designed for the trademark across multiple advertising media, not just the brand because of its familiarity with the public and the preservation of its textual trademark identity.
- There is a need for more serious research that examines the exacting considerations of employing Arabic and Latin typography, especially in the field of typographic mating.