

The Effect of national identity on the logo design of sports organizations

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Abstract:

Sport is a civilized, social, and healthy practice that was and still reflects the development and progress of nations and peoples, as it pertains to the most important components of society and life, which is the human body and thought. The design of the national visual identity of the logo is considered as one of the most important means of visual communication that depends on conveying ideas and distinguishing an institution or activity to attract the attention of the recipient, as symbolic indications that suggest distinct meanings and ideas that affect the sensory and emotional perception of the recipient, in addition to the design structure that includes shapes, graphics, writings, colours, and abstract symbols that acts as a visual stimulus in the design of national identity on the logo design of sports organization, which contributes to building a positive mental image that is entrenched in the mind of the recipient and attracts his emotional attention with the national identity that expresses his personality, culture and values. The design of the national visual identity of the logo is one of the most important means of communication that is linked to the culture of society and plays an important role in shaping the awareness of the recipient because of the communication message which emphasizes the national identity, its goals, and values by focusing on the cultural, civilizational, social, environmental and urbanism dimensions as visual symbols that contribute to enhancing the national identity on the logo design of sports organization.

The logos of sports organizations are lacking to unified and distinct national image and identity that contribute to linking the logo visually, mentally, and emotionally to the recipient to enhance our national identity, so the research problem can be summarized in: How are the components of the visual national identity expressed as connotations and symbols in promoting the construction of a design identity for the logo of sports organizations?

What is the impact of the cultural, civilizational, social, and urbanism dimensions as visual elements that contribute to strengthening the national identity in designing the logo of sports organizations? The importance of the research is due to: Studying design methods in designing the logo as one of the most important means of communication related to the culture of society by focusing on the cultural, civilizational, social, environmental, and urbanism dimensions as visual elements that contribute to strengthening the national identity in designing the logo of sports organizations. The research aims to: Studying the impact of cultural, civilizational, social, and urbanism dimensions as visual elements that contribute to strengthening the national identity in designing the logo of sports organizations. The research assumes that the study of the cultural, civilizational, social, and urbanism dimensions as visual elements will have an effective role in shaping the awareness of the recipient because of the communication message carried by the emphasis on national identity in designing the logo of sports organizations. The research follows the descriptive analytical approach in the theoretical framework, by defining design methods in designing the logo of international sporting events in the world by promoting the employment of cultural, civilizational, social, and urbanism dimensions as visual elements that contribute to strengthening the national identity of the state as one of the most important components of building and strengthening the positive mental image entrenched in the mind of the recipient, and the analytical study by presenting models of logos of Egyptian sports organizations that lack a unified design identity, and analysing models of logo design for international sporting events that were held in Egypt to raise awareness of the components of national identity in logo design and their importance in holding and advancing our national identity, supported by an applied study represented in enriching Visual communication to the recipient through the components of the national identity as semantics and symbols in the Ancient Egyptian civilization to express our identity and employ it in building a unified design identity for the Egyptian sports organizations. The main results that: -Enriching the visual communication of the recipient through the interaction of the components of the national identity as semantics and symbols that affect the sensory and emotional perception of the recipient to build a unified design identity for the sports bodies.-The design of the national identity of the logo sports organizations as a visual stimulus contributes to shaping the awareness of the recipient.-The design of the national visual identity of the logo is linked to the culture of the community that expresses its personality, culture and values, as required the value of belonging to the homeland and being associated with the nation's history, symbols, customs and traditions of the community.-The cultural, civilizational, social, environmental and urbanism dimensions as visual symbols contribute to enhancing the logo design for sports organizations by building a positive mental image that entrenched in the mind of the recipient and drawing his attention

emotionally to the national identity.

Keywords :

National identity- Logo- International sporting events

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