

Inspiration from modern art schools in logo design “An applied study on governorate logos”

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Abstract:

The arts play a vital role in expressing the cultural and social identity of societies, and logo design is one of the most prominent visual means that carry meanings and symbols that represent the identity and spirit of a place. With the development of modern art schools, innovative artistic methods emerged those express ideas in an abstract and simple way, making them a rich source of inspiration in various fields of design.

This research represents an exploration of the ways designers draw inspiration from modern art schools, such as Cubism, Surrealism, Abstractionism, the Bauhaus School and the Bohemian trend in designing provincial logos. The research aims to analyze the methods of these art schools and the possibility of adapting them to be a means of expressing the local character and cultural heritage of each governorate, while preserving the modern character and visual appeal of the logos.

Through this research, the focus will be on the importance of combining modern artistic elements with local cultural values and studying how to enhance the visual identity of the governorates by taking advantage of the techniques and methods of different art schools, which reflect cultural and geographical diversity in an innovative way.

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