

Almah's Visual Design on Instagram: Reflecting Sustainability and Women's Empowerment

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Abstract:

This paper will delve deeper into how Almah, the Egyptian sustainable fashion brand presents its core values of sustainability, social responsibility, and women's empowerment through its visual design elements on Instagram. Almah Is an Egyptian local brand that provides upcycled fashion pieces and they offer collections made out of special vintage fabrics. Almah values sustainability and the involvement of women in their manufacturing as they have 52% of women in their labour workforce. Moreover, they have loyal customers who anticipate their new collections and attend their booths at bazars like the Cairo flea market. They also built strong connections with sustainable fashion advocates who treat Almah as their go-to brand. Almah focuses on maintaining ethical practices and providing better job opportunities for different types of women in collaboration with the Italian Embassy. A qualitative analysis of their Instagram posts will be implemented, where the study will look into how their choice of colour, typography, images and composition affect how people perceive their brand identity and core values. Besides, an online survey will be conducted to gather quantitative data that can help find answers to our research question. This methodological triangulation provides an in-depth explanation of how the brand's visual elements are an integral part of shaping audience perceptions, which was shown in the findings of this paper. Overall, the study concludes that Almah's visual design on Instagram serves as a powerful tool for communicating its values and fostering a loyal customer base.

Key Words: Sustainable Fashion; Visual Identity; Brand Values

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Introduction:

In recent years, the fashion industry has faced mounting pressure to address its environmental and social impacts, giving rise to sustainable fashion as a promising alternative to traditional practices. This movement emphasizes ethical production, environmental responsibility, and social equity, and is increasingly embraced by consumers worldwide (Fletcher, 2014). In Egypt, Almah has emerged as a pioneering brand in this space, showcasing an innovative approach to sustainability and women's empowerment. As a local brand specializing in upcycled fashion, Almah transforms vintage fabrics into unique clothing pieces while fostering inclusive opportunities for women in its workforce. In other words, the brand not only produces unique upcycled fashion pieces from vintage fabrics but also creates job opportunities for women, making up 52% of its workforce. Almah's approach reflects a commitment to both environmental responsibility and social empowerment, which resonates strongly with its loyal customers. Despite the global rise of sustainable fashion, relatively little academic research has been conducted on how brands like Almah use digital platforms to communicate their values effectively to a broader audience.

Social media, particularly Instagram, plays a crucial role in bridging this gap. Visual platforms like Instagram allow brands to engage with their audience through compelling imagery and design, offering a medium to showcase not only products but also their core values (Manovich, 2016). Almah's Instagram presence exemplifies this dynamic, featuring posts that emphasize sustainability, ethical practices, and the empowerment of women. However, while Almah's approach to visual communication appears to resonate with its audience, the mechanisms through which its design choices convey these values remain underexplored. This study addresses this gap by investigating the relationship between Almah's visual design elements and its brand identity.

Research objective:

This study carries several objectives:

1. Answer the research question: How do Almah's visual design elements reflect their core values and brand identity on Instagram?
2. Analyze the visual design elements used by Almah on Instagram and their alignment with the brand's core values.

3. Investigate how Almah's Instagram visuals communicate the principles of sustainability and women's empowerment.
4. Evaluate the effectiveness of Almah's visual content in reflecting its brand identity.

Importance of research:

This research is significant because it highlights how sustainable brands deliver their core sustainability and community values through visual identity. By studying Almah's Instagram, we can understand how sustainability and women's empowerment are conveyed through creative visuals. It also sheds light on how businesses can use social media to engage with their audience meaningfully. This study can inspire other brands to align their designs with their values to create a stronger connection with their community.

Research field:

This research focuses on sustainability practices within branding and visual communication. It explores how Almah uses Instagram to reflect its commitment to sustainability and women's empowerment through design elements.

Hypothesis:

This research paper questions how the audience perceives Almah's core brand values (sustainability & women empowerment) through their posts. First, the consistent use of earthy tones and soft lighting may symbolize the brand's commitment to sustainability by visually evoking nature. Moreover, the clean, modern typography merged with vintage-inspired imagery likely serves to reinforce the brand's identity as a fusion of tradition and innovation. These design elements may not only convey Almah's core values but also create an emotional resonance with its audience, fostering trust and reinforcing brand loyalty. Each of these visual and narrative components could serve as distinct strategies by which Almah reflects its brand identity on Instagram, forming a cohesive and impactful digital presence.

Previous Studies:

The importance of visual communication in brand identity and sustainability has been explored in numerous studies. Two studies, in particular, stand out for their relevance to this research. The first is Parguel, Benoît-Moreau, and Larceneux's (2011) investigation into how eco-labels and green advertising impact consumer perceptions of sustainability. The

second is the study by Schroeder and Zwick (2004), which delves into the role of visual branding in creating a cohesive narrative for luxury and ethical brands.

Parguel et al. (2011) focus on the effects of visual cues, such as eco-labels and green design elements, on consumer trust and purchase intentions. Their research highlights that brands leveraging clear and consistent eco-friendly visuals are more likely to foster trust and credibility among their audiences. While their study primarily targets the role of standardized eco-labels, it emphasizes the importance of visual elements in reinforcing sustainability claims. However, it does not address how these visual strategies can be tailored to social media platforms like Instagram, which offer unique affordances for visual storytelling.

In contrast, Schroeder and Zwick (2004) explore how luxury and ethical brands use visual branding to establish narratives that resonate emotionally with their audiences. They argue that successful visual branding often combines aspirational aesthetics with ethical messaging, creating a dual appeal to consumer desires and values. Their findings underline the importance of aesthetics in ethical branding but focus predominantly on traditional media, such as print advertising, rather than the dynamic and interactive nature of digital platforms.

Compared to these studies, this research uniquely focuses on Instagram as a medium for sustainable branding, particularly in the context of a local Egyptian brand. Unlike Parguel et al. (2011), which centers on general eco-labeling, this research delves into the specifics of Almah's visual design choices, such as color schemes, typography, and imagery, and their alignment with sustainability and women's empowerment. Additionally, while Schroeder and Zwick (2004) emphasize aspirational aesthetics, this study highlights how cultural and local elements—such as Almah's portrayal of women in the production process—can amplify the brand's ethical messaging in a way that resonates with its audience.

A key finding that sets this research apart is the emphasis on cultural localization. Almah's Instagram posts reflect not only global sustainability trends but also the brand's unique commitment to empowering Egyptian women, creating a distinct narrative that combines social and environmental values. This cultural specificity, along with the exploration of Instagram's visual affordances, provides insights that extend beyond the scope of previous studies.

For a brand to effectively communicate its identity and core principles, visual branding is essential, especially in the sustainable fashion industry. Branding theory states that visual components like colour, type, and images influence impressions and provoke intense emotions as a result of the communicated brand identity showcased through the visual identity. Furthermore, Almah's brand identity should align with its visual identity to effectively communicate its values as a brand. According to Barros and Martins (2008), the main components that shape the brand identity are the visual identity (logos, colours, typography), personality (values, tone, and emotional appeal), and positioning (how the brand is perceived compared to competitors), this is when the unique selling proposition of the brand has to be present.

Brands like Almah, focusing on sustainable practices, the visual identity elements will offer the brand a platform to reinforce their commitment to sustainability and ethical practices, forming their core values to which they need to stick in order to deliver their promises about sustainability practices (Gomes & do Amaral, 2022).

Studies have shown that sustainable brands often incorporate design choices that resonate with eco-conscious audiences, such as earthy tones, minimalist aesthetics, storytelling visuals, and irregular shapes. These elements are not just decorative, they serve as a strategic way to communicate values and strengthen emotional connections with the audience (Gomes & do Amaral, 2022). By aligning their visuals with sustainability themes, brands can distinguish themselves in an increasingly competitive market such as the sustainable fashion industry.

Colour is one of the most powerful tools in visual branding, particularly for sustainability-oriented brands. Research indicates that certain colours evoke associations with nature and eco-friendliness (Singh, 2006). For instance, green is commonly associated with growth, health, and nature, while earthy colours like brown, beige, and clay represent natural materials and stability. Almah's use of warm, earthy tones reflects their commitment to sustainability by visually connecting their audience to nature and the concept of circularity. These colours subtly communicate environmental consciousness while maintaining aesthetic appeal. For example, other sustainable brands like Patagonia and Stella McCartney have successfully used similar palettes to reinforce their eco-friendly identity (InStyle, 2024).

Typography is another element that plays a crucial role in creating a sustainable brand image (Grabska, Grabska-Gradzińska, & Frodyma, 2022). Brands focused on sustainability often adopt clean, simple, and sans-serif fonts to evoke minimalism and transparency. These choices align with the principles of sustainability, which emphasise reducing excess and focusing on essentials. Almah's typographic choices often mirror these principles. By using fonts that are sleek and legible, their designs reinforce their ethos of simplicity and honesty. Minimalist design, combined with white space and uncluttered layouts, further emphasises sustainability by avoiding overindulgence and waste. This approach is similar to the branding strategies observed in environmentally conscious companies like Aesop, where simplicity becomes a form of luxury aligned with eco-consciousness (Packing Duck, 2020).

Imagery is a cornerstone of visual branding for sustainable fashion brands. Visuals showcasing natural landscapes, upcycled materials, or behind-the-scenes production processes emphasize a brand's commitment to sustainability (Phillips, McQuarrie, & Griffin, 2014). Moreover, storytelling through imagery humanizes the brand, allowing audiences to connect with the people and processes behind the products. Almah uses imagery strategically to reflect their values. They adopt untraditional fashion themes and innovative photoshoot concepts that captivate attention. Their collections feature uniquely cut garments with distinctive shapes, reflecting the upcycled nature of their materials. For instance, their "Navigating the Labyrinth" winter collection showcases designs that blend creativity with sustainability, highlighting the brand's commitment to eco-friendly fashion.

In summary, visual branding plays an important role in representing sustainability. Brands like Almah can effectively communicate their eco-conscious values through the strategic use of colour, typography, minimalist design, and imagery. This alignment of visual identity with sustainability not only strengthens brand perception but also fosters deeper connections with environmentally conscious audiences.

Research methodology:

To explore how Almah's visual design elements on Instagram convey their brand values and identity, we employed a qualitative content analysis methodology. This approach is effective for interpreting visual data and understanding the underlying meanings within social media content (Krippendorff, 2018).

Data Collection:

We systematically selected a sample of Almah's Instagram posts from the past year, focusing on those with high engagement (likes, comments) and those showcasing new collections or collaborations. This purposive sampling ensures the inclusion of posts that are most representative of the brand's visual communication strategies (Patton, 2015).

Also, drawing back on the survey design criteria of Dillman, Smyth, & Christian, 2014, a survey was conducted and distributed through Google Forms for easy accessibility, targeting women aged 18 to 35 with moderate to high-income levels. This demographic was chosen as it aligns with Almah's primary audience, which includes socially conscious consumers interested in sustainable fashion. The questions of the survey aimed to gather insights on how Almah's Instagram visuals communicate their core values, particularly sustainability, social responsibility, and women's empowerment. The survey was thoroughly designed to explore participants' perceptions of visual elements such as colors, typography, imagery, and overall layout, as well as their impact on audience engagement and trust in the brand's sustainability practices through different response types (Likert scale, multiple choice, etc.). Open-ended questions were not included to obtain valuable quantitative data to complement the qualitative analysis of Almah's Instagram posts, ensuring a comprehensive understanding of their visual identity.

Analytical Framework:

Our analysis centered on key visual design elements:

- **Colour:** We examined the colour schemes used in the posts to determine how they align with and express Almah's brand values, such as sustainability and women's empowerment.
- **Typography:** We analyzed the font styles and text arrangements to assess their role in reinforcing brand identity.
- **Imagery:** We evaluated the subjects, settings, and themes of the images to understand how they reflect the brand's commitment to upcycled fashion and social responsibility.
- **Composition:** We studied the layout and organization of visual elements to see how they contribute to the overall brand narrative.

This framework draws on established methodologies in visual content analysis, which emphasize the importance of these elements in conveying

brand identity on social media platforms (Bell, 2001; Kress & van Leeuwen, 2006).

Data Analysis:

We coded the selected posts using thematic analysis to identify patterns and themes related to Almah's brand values. We analyzed the Instagram posts by following three steps:

1. **Initial Review (Open Coding):** We carefully looked at each post and noted interesting details, like the colours, images, and words used, without grouping them into categories yet.
2. **Grouping (Axial Coding):** Next, we organized these details into broader themes. For example, posts with nature-inspired colours and mentions of sustainability were grouped under "Sustainability," and posts featuring women at work were grouped under "Women's Empowerment."
3. **Final Summary (Selective Coding):** Finally, we used these themes to create a clear summary of how Almah's visual choices reflect their core values and brand identity.

This step-by-step process helped us make sense of the data and ensured our conclusions were based on what we observed in the posts (Strauss & Corbin, 1998).

Ensuring Rigor:

To make sure our findings are reliable, we checked our visual analysis against Almah's mission statements and customer feedback. We also held peer discussions to reduce any bias and ensure we fully understood the data. (Lincoln & Guba, 1985).

Ethical Considerations:

All data analyzed were publicly available, and we adhered to ethical guidelines for social media research, ensuring that individual privacy was respected and that the brand's proprietary content was used appropriately (Townsend & Wallace, 2016).

This methodological approach provides a nuanced understanding of how Almah's visual design elements on Instagram reflect and communicate their core brand values and identity.

Sample We Chose From:



Figure (1) Almah Instagram (2024)



Figure (3) Almah Instagram (2024)



Figure (4) Almah Instagram (2024)



Figure (2) Almah Instagram (2024)



Figure (5) Almah Instagram (2024)

Research Findings and Analysis:

The findings from this study come from a close look at Almah's Instagram posts, specifically analyzing how their visual design—such as color, typography, imagery, and composition—brings their brand values to life. These values include sustainability, women's empowerment, and social responsibility. Through this analysis, clear themes emerged, showing how Almah skillfully uses these design elements to tell their story and connect with their audience on a deeper level.

Colors:

Almah's choice of warm, earthy tones—like browns, beiges, and muted reds—really stands out as a key part of their visual identity. These colours bring to mind natural materials and a sense of roundedness, perfectly reflecting the brand's commitment to sustainability (Hui, Aris, & Rusli, 2023). For instance, the “Winter Vintage Selection” post uses a rich terracotta shade for the text, which gives off a cosy, authentic feel while also hinting at the upcycled and eco-conscious nature of the collection. Similarly, the group photo of models in patchwork designs features a well-thought-out palette of earthy tones as shown in figure (4), p.8. This not only ties the clothing back to its natural roots but also highlights the brand's focus on circularity and reusing materials.

Typography:

Almah's Instagram typography is simple and modern, using bold, easy-to-read sans-serif fonts. This clean look fits perfectly with the principles of sustainable branding, focusing on clarity and avoiding anything unnecessary (Singla & Sharma, 2022). It also gives off a sense of honesty and openness. In the “Winter Vintage Selection” post (figure 1, p.8), the big, straightforward font feels both urgent and welcoming. Additionally, in the attached post below, the font is also simple, bold, and sans-serif. By keeping their font style consistent across posts, Almah ensures their content is instantly recognizable, even in the busy world of social media and this saturated sustainable fashion market.

Imagery:

Imagery is a central aspect of Almah's branding, offering a fresh perspective that moves beyond traditional fashion photography. Their photoshoots often feature creative themes, such as the outdoor street fashion show or the diverse group of models styled in bold, asymmetrical garments (Regan, 2023). These choices highlight the upcycled nature of

their clothing, showcasing how each piece is thoughtfully crafted from recycled materials and that some of the pieces are made from the clothing waste of the Egyptian Clothing Bank. The visuals used in Almah's posts not only celebrate the originality of their designs but also communicate their commitment to sustainability. For example, the photo of a model holding greenery (figure 2, p.8) directly reflects the brand's deep connection to nature, while the group shots represent values like community and inclusivity, key aspects of Almah's identity. Another notable aspect is the unique shapes and cuts of the clothing pieces featured in their imagery. These designs, created from recycled and repurposed fabrics, break away from conventional fashion trends and only attract audiences who value creativity and sustainability as ordinary audiences who are just looking for trending items to wear, whether sustainable or not, will not be fascinated by such clothing pieces. Through these distinctive visuals and storytelling, Almah adds a personal touch to its brand, encouraging viewers to connect with the people and processes behind each piece.

Composition and Layout

The layout and organization of Almah's posts show a thoughtful and deliberate approach, highlighting a strong narrative as shown in the provided screenshots (figure 6&7). For example, the street fashion show post captures a lively, community-focused vibe, with the runway surrounded by onlookers and warm lighting that creates an inviting atmosphere. Similarly, the group photo of diverse models wearing layered, upcycled designs emphasizes harmony, thoughtfully showcasing how the clothing aligns with the brand's sustainability message.



Figure (6) Almah 's
Instagram Feed (2024)



Figure (7) Almah 's
Instagram Feed (2024)

Furthermore, Almah distinguishes itself from mainstream fashion brands through dynamic and unconventional compositions. The posts not only feature the final products but also offer a glimpse into the process and philosophy behind their creations. This emphasis on storytelling through composition helps to reinforce Almah's identity as a brand that prioritises innovation, craftsmanship, and environmental responsibility.

Brand Values & Visual Identity Connection

The analysed posts effectively reflect Almah's core values of sustainability, creativity, and community. Through its visual branding, Almah presents itself as a progressive, eco-conscious brand that challenges conventional, traditional fashion industry standards. The confident use of colour and typography, paired with impactful imagery and thoughtful composition, allows the brand to connect with its target audience, youth and middle-aged socially conscious women who prioritize authenticity and purpose in the brands they support. Moreover, Almah's innovative approach to fashion photography, focusing on irregular shapes, unconventional themes, and upcycled designs, creates a strong visual

narrative that sets them apart in the competitive sustainable fashion market. This unique visual identity not only enhances brand recognition but also reinforces the message that sustainability can be both stylish and impactful.

Survey Results

The following section presents the key responses from the survey mentioned earlier:

Table (1) Survey questions and results

Category	Question	Response options	Results
Colors & Sustainability	Do the colors used in Almah’s Instagram posts make you think of sustainability?	Yes/No/ Somewhat	Yes: 70%, Somewhat: 25% No: 5%
	How important are earthy tones (e.g., brown, beige, green) for representing sustainability?	Very Important/ Important/ Not Important	Very Important: 60% Important: 35% Not Important: 5%
	Which colors do you most associate with sustainability? (Select all that apply)	Green/Brown/ Beige/Blue/ Other	Green: 85% Brown: 60% Beige: 45% Blue: 30% Other: 5%
Messaging	How well do you think Almah’s Instagram posts communicate the brand's commitment to sustainability?	Very Well/ Somewhat/ Not at All	Very Well: 65%, Somewhat: 30% Not at All: 5%
	Do Almah’s Instagram posts inspire you to adopt more sustainable practices in your daily life?	Yes/No/ Somewhat	Yes: 55%, Somewhat: 40% No: 5%
Imagery and Impact	What type of imagery makes a sustainable brand feel more authentic to you? (Select all that apply)	Nature Scenes/ Upcycled Materials/ Workshops/ Behind-the-scenes	Nature: 60%, Upcycled Materials: 50%, Workshops: 40%, Behind-the-scenes: 50%

Category	Question	Response options	Results
	Do the unique shapes and designs of Almah's upcycled garments reflect their sustainability efforts?	Yes/No/ Somewhat	Yes: 75%, Somewhat: 20%, No: 5%
Typography and Simplicity	Do you find simple, modern fonts more trustworthy for sustainable brands?	Yes/No/Neutral	Yes: 65%, Neutral: 30%, No: 5%
	How well does Almah's font style reflect their eco-friendly and innovative brand identity?	Very Well/Somewhat/Not Well	Very Well: 60%, Somewhat: 35%, Not Well: 5%
Sustainability Approaches	How important is it for a brand to showcase the recycling/upcycling process in their social media posts?	Very Important/Important/Not Important	Very Important: 70%, Important: 25%, Not Important: 5%

Discussion:

The findings of this study highlight the significant role of visual design in communicating brand values on digital platforms like Instagram. Almah's carefully curated Instagram posts serve as a powerful example of how brands can use visual storytelling to effectively convey their identity and core values. This aligns with the idea that social media platforms provide brands with the tools to build emotional connections with their audiences through compelling visual narratives (Manovich, 2016). By consistently incorporating elements such as earthy tones, natural imagery, and empowering portrayals of women, Almah reflects its commitment to sustainability and social responsibility.

A key theme that emerged from the analysis was the emphasis on nature-inspired colors and imagery. The frequent use of earthy tones, such as greens, browns, and beiges, not only aligns with the brand's sustainable ethos but also resonates with consumers who value eco-conscious practices. This observation is consistent with previous research by Kress and van Leeuwen (2006), who argue that color schemes play a crucial role in shaping how audiences perceive brand identity. Similarly, the inclusion of women in the production process through empowering visuals reflects

Almah's dedication to fostering gender equity in its workforce. This supports findings by Fletcher (2014), who noted that sustainable fashion brands often integrate social responsibility into their branding to differentiate themselves in a competitive market.

Typography also played an important role in conveying Almah's values. The use of clean, modern fonts contributes to the brand's innovative and ethical image. This

finding aligns with prior studies emphasizing that typography, along with other design elements, can influence audience perceptions by adding depth and meaning to visual communication (Krippendorff, 2018). For Almah, the combination of modern typography with traditional, vintage-inspired imagery strikes a balance between contemporary aesthetics and the heritage of upcycled fashion.

Comparing these results to previous studies reveal several parallels. For instance, similar to other sustainable fashion brands analyzed by Fletcher (2014), Almah effectively uses Instagram not just as a sales channel but as a platform for advocacy. The strategic use of design elements to promote sustainability and social responsibility mirrors global trends in sustainable branding. However, Almah's emphasis on empowering Egyptian women within its workforce provides a localized perspective, adding a cultural layer that distinguishes it from its international counterparts. Interestingly, while Almah's Instagram posts demonstrate strong alignment with its brand values, the analysis also revealed opportunities for further enhancement. For example, incorporating interactive features like user-generated content or behind-the-scenes stories could deepen audience engagement and further humanize the brand. These suggestions align with the recommendations of Manovich (2016), who highlighted the importance of interactivity in creating meaningful digital experiences.

Conclusion:

- 1- This paper explored how Almah's Instagram visuals reflect its core values of sustainability, social responsibility, and women's empowerment.
- 2- Key aspects include:
 - **Colours:** Earthy tones emphasize eco-consciousness.
 - **Typography:** Minimalist fonts align with sustainable aesthetics.

- **Visuals:** Highlights upcycling, circular fashion, and community.
 - **Layout:** Clean design reinforces mindful consumption.
 - Together, these elements create a cohesive identity that promotes sustainability and engages the audience.
- 3- Almah's approach demonstrates how brands can use visual identity to communicate eco-friendly values, inspire conscious consumerism, and stand out in the sustainable fashion market.

Recommendations:

The following are some suggestions, based on the research findings from their Instagram feed and survey for brands aiming to integrate sustainability and community-focused practices into their visual communication strategies.

- 1- **Create Educational Campaigns:** Design visually appealing posts and stories that educate followers on sustainability issues and provide practical tips for adopting an eco-friendly lifestyle.
- 2- **Highlight Sustainable Practices:** Regularly showcase behind-the-scenes content, such as eco-friendly production process and recycling efforts, to build transparency and trust.
- 3- **Incorporate Interactive Content:** Use Instagram features like polls, quizzes, and live sessions to engage the community in discussions about sustainability and encourage active participation.

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التصميم المرئي لألما على الإنستجرام يعكس الاستدامة وتمكين المرأة

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المستخلص:

هذا البحث سيتعمق أكثر في معرفة كيف "ألما"، علامة الموضة المصرية المستدامة، تقدم قيمها الأساسية المتمثلة في الاستدامة، المسؤولية الاجتماعية، وتمكين المرأة من خلال عناصر التصميم المرئي على الإنستجرام. "ألما" ماركة محلية مصرية توفر قطع أزياء معاد تدويرها وتقدم مجموعات مصنوعة من أقمشة عتيقة خاصة ألما تقدر الاستدامة والمشاركة من النساء في التصنيع حيث إن لديهم 52٪ من النساء في عملهن كقوى عاملة. علاوة على ذلك، لديهم عملاء مخلصون يتوقعون منتجاتهم الجديدة من مجموعات وحضور أكشاكهم في الأسواق مثل سوق القاهرة للسلع المستعملة. هم أيضا قاموا ببناء علاقات قوية مع دعاة الموضة المستدامة الذين يتعاملون معهم على أنها علامتهم التجارية المفضلة. تركز ألما على الحفاظ على الممارسات الأخلاقية وتقديمها فرص عمل أفضل لأنواع مختلفة من النساء بالتعاون مع السفارة الإيطالية. سنقوم بتنفيذ تحليل نوعي لمنشوراتهم على الإنستجرام سننظر الدراسة في كيفية اختيارهم

للألوان والخطوط المستخدمة والصور والتكوين وكيف تؤثر هذه العناصر على إدراك الناس لهوية علامتهم التجارية وقيمهم الأساسية. بالإضافة إلى ذلك، سيتم إجراء استبانة عبر الإنترنت لجمع بيانات كمية يمكن أن تساعد في إيجاد إجابات على سؤال البحث الخاص بنا. توفر هذه المثلثية المنهجية شرحًا عميقًا لكيفية كون العناصر البصرية للعلامة التجارية جزءًا لا يتجزأ من تشكيل تصورات الجمهور، وهو ما تبين في نتائج هذه الورقة. بشكل عام، كما خلصت الدراسة إلى أن التصميم البصري لـ "أما" على الإنترنت يعمل كأداة قوية للتواصل مع قيمها وتعزيز قاعدة عملاء وفية.

الكلمات المفتاحية:

الموضحة المستدامة؛ الهوية البصرية؛ قيم العلامة التجارية