

"الكاليجرافي" كمصدر إبداعي لتصميم العلامة التجارية لدي طلاب قسم الاعلان Calligraphy as a creative Trademark Design Source and applying it on ADvertising department Students

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Introduction:

Having all the necessary plastic and aesthetic capabilities as any material element of design, letters constitute the building blocks of calligraphy and handwriting design. The concept of arranging letters is known as Typography, while designing letters is known as Calligraphy, based on the function they are used for.

Calligraphy is an important source for designing trademarks. A trademark is a form of brief visual representation that may contain (a symbol, a word, an image, or any other combination) to convey specific information and messages using minimum visual aid. A trademark is used to distinguish and communicate the origin, identity or ownership of a particular institution. A trademark that relies on "calligraphy" in its design, can be letter(s) or word(s), combine verbal and visual communication at the same time, giving it better and faster communication function. In addition to trademark's ability to clearly and explicitly communicate the name of an institution, the design of the letter in its own right reflects connotations, meanings and messages that can be employed to serve the design of the trademark in a modern spirit in terms of text and form.

Due to the overlap between the concept of calligraphy and typography, it is necessary to further detail and clarify the concepts of both terms, the aesthetic and functional values added by calligraphy to enrich the trademark design, and its role in raising the creative value of trademark design for students of the Advertising Department. So, here lies the importance of demonstrating the plastic and aesthetic capabilities of calligraphy and employing them in trademark design. The goal was to highlight the role of calligraphy in enriching trademark design with new ideas and methods. To this end, the Advertising Department students designed innovative trademark using calligraphy to remain aligned with the current needs and requirement. So, the assumptions are that calligraphy allows the designer freedom of expression and search for beauty in trademark design, and that calligraphy plays a prominent role in designing successful trademarks in terms of function and design. The researcher used the descriptive approach through a descriptive study, presentation and analysis of a group of calligraphy trademarks.

Applied Approach: Second-year students of the Advertising Department applied calligraphy skills in designing trademarks for some institutions in Damietta.

First Theme: Theoretical Framework:

1- Plastic and Aesthetic Capabilities of Letters:

Letters are the building blocks of calligraphy and handwriting design. Having comprehensive plastic and aesthetic capabilities, letters are perceived as any material element of design. The

concept of arranging letters is known as Typography, while designing letters called Calligraphy, based on the function they are used for.

2- Typography, Calligram and Calligraphy:

*** Typography**

Typography is the art and technique of arranging type into words and sentences to make written language legible, appealing and readable for others. It is a functional art concerned with the study and treatment of letters according to specific and studied rules, including choosing the type, appearance, thickness of letter, the shape and size of dots, spacing within and around the letter, and other rules to serve function of letter legibility.

*** Calligramme**

A calligramme is an arrangement of text in such a way that it forms a thematically related image. It can be a poem, a phrase, or a single word. It addresses harmony between the text and the image, even if the text is important, it is ultimately subject to the state of the image, as it is more about visual illustration than textual expression.

*** Calligraphy**

The scope of calligraphy art includes functional aspect, which is handwriting and letters, and aesthetic aspect such as art works. The aesthetic form of the shape may be important for drawing attention more than the shape of the letters. The design is often drawn directly and spontaneously without prior design or layout of the letters.

Calligraphy Development:

Before the development of printing, books, documents, letters, maps, etc. it used to be written manually by calligraphers. There were manual skills, whether for writing, decoration, illustrations, or engraving. The printing press was invented in the 15th century AD, but the skill of handwriting still had a great position. The art of calligraphy flourished, along with artwork, in the age of Renaissance. With the development of printing in the 17th century AD, calligraphy art started to retreat. But soon the calligraphy art was revived by the English artist William Morris (1834: 1896), and now the calligraphy art is flourishing again all over America and Europe beside the digital fonts.

There are two types of Calligraphy:

First: Classic Calligraphy:

Classic calligraphy includes all types of old ages traditional handwriting of languages in the original form. Due to the variation and diversity of languages with regard to capabilities of their letters to generate formations and designs; traditional calligraphy has been classified into four categories:

- 1- Southern Asian Calligraphy
- 2- Eastern Asian Calligraphy
- 3- Arabic Calligraphy
- 4- Western calligraphy

Second: Modern Calligraphy:

Modern calligraphy is the extension and evolution of classic calligraphy. Over time, there became a need for innovative fonts that are unlike traditional fonts to keep up with the needs and requirements of the modern age, which led to the emergence of modern calligraphy.

Modern calligraphy is the art of designing and forming letters, whether by hand or by computer, using various design software in innovative and unfamiliar manner. Modern calligraphy highlighted the ability of letters to develop and evolve freely to produce endless diverse font designs that include creative abilities and advanced visions that carry the spirit of the modern age with regard to formation and composition of letters in order to perform different functions depending on the field in which they are used.

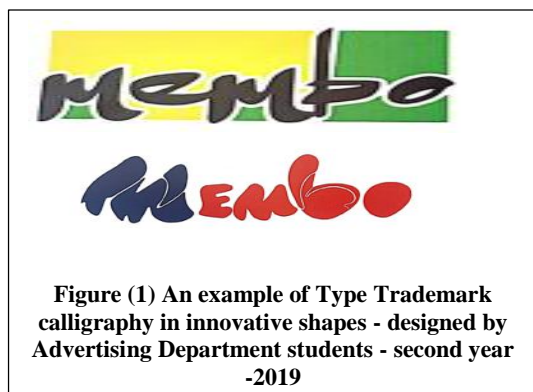
4- Trademark Definition:

A trademark is a form of brief visual representation containing (a symbol, a word, an image, or any other combination) that conveys specific information and messages using minimum visual aid to distinguish and communicate the origin, identity or ownership of a particular institution, thus ensure the brand is maintained and protect consumer from fraud.

5- Trademark Classification:

Trademark has various classifications, including:

- 1- Symbol Trademark.
- 2- Type Trademark. Figure (1)
- 3- Combination Trademark. Figure (2)



6- Calligraphy as a Source for Trademark Design:

As a visual element capable of interacting with the trademark designer, calligraphy represents an important source for trademark designing. A single letter can take several different forms. The versatility, suitability for drawing, and formability of letters, facilitated formation of letters in any way to serve designing the trademark.

A calligraphy trademark, whether it is (a single letter or more, or a word) combines verbal and visual communication, which enable better and faster communicative function.

Sample Calligraphy Trademarks:

The use of modern calligraphy in designing trademarks is more comprehensive due to the absence of specific rules or restrictions on designing letters. Therefore, there are many examples of trademark designs of organizations around the world that relied on modern calligraphy, for example Figure (3) the trademark of Gillette, the personal care products manufacturer. Figure (4) shows the Cadbury trademark.



Figure No. (3) Gillette trademark



Figure No. (4) Cadbury trademark

Calligraphy for Drawing World Famous Logos

Mexican designer and art director Luis Lili re-drew a number of handwritten logos of some world-famous trademarks in his own style. The artist gave new look and feeling to the logos by using his skills and the beauty of calligraphy to implement an amazing creative set of logos.

- 1- Google Inc. Figure (5)
- 2- You Tube Figure (6).



Figure (5) Luis' calligraphy design of the logo



Figure (6) Luis' calligraphy design of the logo

Second Theme: Analytical Study:

This theme involves some samples resulting from practical experience, and includes an applied study of some designs made by second-year students, who studied trademark design in the Advertising Department, Faculty of Applied Arts, Damietta University.

Applied study:

This applied side addresses some trademark designs made by second year students in the Advertising Department, studying the subject of trademark design. It also addresses helping students to rediscover the importance of calligraphy in trademark design, by studying the relation between calligraphy and design and translating it into new visual vocabulary suitable for development and world design trends.

Applied Samples of Students' Work:



Figure (٧)



Figure (٨)



Figure (٩)

Arabic and English Calligraphy Designs of DFC Trademark by second-year students of Advertising Department - Year 2020

First Sample:

Trademark designs of Damietta Furniture City (DFC) in Arabic and English Calligraphy.



(13)



Figure (12)




Figure (11)

Figure

Figure (10)


Arabic and English calligraphy trademark designs of Nemo brand, designed by second-year students of the Advertising Department - Year 2020

Figure	Criteria	Description and analysis
1	Trademark data	<p>- Name of the Institution: Damietta Furniture City</p> <p>- Activity of the institution: a major national project and a lunching platform for SMEs, and a gateway for Damietta furniture to reach the world.</p> <p>- Location: Damietta</p>
	Current trademark	
	Trademark classification	Type Trademark and Combination Trademark
	Processing type	Manual processing that was digitalized through students' design trials and manual sketches of institution's name designs, which were later digitalized using Illustrator.
	Main Idea of the Trademark	Figures (٧), (٨) linking calligraphy and furniture outline to express the institution's products. Figure (٩) contains letters of the institution's name inside a piece of furniture, or the processing of one letter of the name into a shape of the industry tool such as a hammer.
	Role of calligraphy in trademark design	Students wanted to design a trademark linking the name of the company to its activity i.e. furniture manufacturing, so they designed and drew the letters with simple geometric lines and formed them inside the outline of furniture pieces. Some of them designed letters in the form of some carpentry tools such as hammer. Calligraphy trademark helped in communicating the content and idea of trademarks and successfully achieving the communicative role.

Second Sample:

Arabic and English calligraphy trademark designs of "Nemo" brand, which is specialized in selling pets in the city of Damietta.

Figure	Criteria	Description and analysis
1	Trademark data	<p>- Name of the Institution: Nemo</p> <p>- Activity of the institution: Selling pets.</p> <p>- Location: Damietta</p>

Current trademark	
Trademark classification	<ul style="list-style-type: none"> • Combination Trademark
Processing type	Manual processing that was digitalized through students' design trials and manual sketches of institution's name designs, which were later digitalized using Illustrator.
Main Idea of the Trademark	The student wanted to design a trademark linking the name of the company and its activity of selling pets. So, they merged the letter and a symbol of one of the pets to express the main idea of the trademark to represent the identity of the company. Figures (10).(11).(12).(13)
Role of calligraphy in trademark design	Here we see how the student succeeded to use shapes of pets and abstract them into a letter forms as a source to summarize the main ideas and the message to be communicated about the identity and activity of the shop in a way as simple as possible. The student also merged that symbol with the rest of the letters of the name to successfully achieve the communicative role of the trademark.

Results:

- 1- Calligraphy allowed students to freely express all human feelings and search for the beauty in the characteristics of each letter and try to best demonstrate them.
- 2- Calligraphy combined the design and formation of letters, whether by hand or computer, to produce successful designs of trademarks.
- 3- Each letter designed by calligraphy has a unique imprint that will not be repeated with any other design.

Recommendations: -

It is a necessity to shed light on the importance of the calligraphy and the artistic skills it makes available for designing trademarks, which qualifies students to be aligned with the labor market.

References:

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