

Color and Visual Communication to Create Brand Space Identity in Interior Design

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Abstract

Color is one of the most dominant tools for designing compelling environments. It holds aesthetic value and has significance when assessing design elements. Color is the design element that charms us, emotionally and mentally, and is considered the most influential instrument in the hands of the designer as it is permanently stored in our memory. Colors are fundamental features of our visual sensitivity and environmental experience. In addition, it has the power to attract people to space and it is used to encode the place by linking the color to certain brands in complex globalized networks. To reflect, an increase in branding has been one of the most effective marketing phenomena nowadays, and has been included in most commercial business' strategies. Branding places today has been modified deeply from the perspective of identity and image viewpoint. The overall design of a building and its spaces should reflect a clear purpose; moreover, it is beneficial to establish controlled and reliable rules and hidden agreements between the brand and client through color. **This paper questions;** How brand design creates a lasting appearance that bridges today with where the brand will grow over time? What is the color brand strategy to create place identity and space communication? How branding feeds into globalization, which has become significantly relevant, increased market entry, and efficiency of international travel? Since the relationship of color to space is one of the main objectives of active design to create a suitable agenda for specific functions, a thorough **theoretical** examination of the mental and physical impacts of color has been conducted, **and an analytic study** of the branding of companies specialized in providing mobile phone services in Egypt has been incorporated. The **objective of this** is to facilitate the bridging of emotional connections between clients, cities, and regions to accelerate brand growth and integrate color as a branding principle in Interior Design.

Key Words:

Brand Place - Place identity - Color Space Communication.

ملخص البحث

اللون هو من أهم الأدوات الأكثر استخدامًا في الفراغ التصميمي. يحمل قيمة جمالية يعتبره أحد عناصر التصميم الأكثر تأثيرًا. هو عنصر التصميم الذي يبهنا عاطفيا وذهنيا، ونحتفظ به في ذاكرتنا. يستخدم كرمز للفراغ عن طريق ربطها بعلامات تجارية معينة في شبكات العولمة. الإقبال المتزايد للعلامة التجارية واحدة من أكثر ظواهر التسويق فاعلية في

الوقت الحاضر ، وقد تم تفعيلها في استراتيجيات الأعمال التجارية. يجب أن يعكس تصميم فراغ غاية واضحة من منظور الهوية والصورة؛ علاوة على ذلك ، يتم إنشاء لغة غير مرئية بين فراغ العلامة التجارية والعميل من خلال اللون. ومن هنا يطرح مشكلة البحث في التساؤلات وهي كيف ينشأ تصميم فراغ العلامة التجارية مظهرًا دائمًا يمد جسور مع المكان الذي ستتم فيه العلامة التجارية بمرور الوقت؟ ما هي الاستراتيجيات اللونية للعلامة التجارية لإنشاء هوية للفراغ بحيث يجعله له القدرة على الاتصال المرئي؟ كيف يلبي اللون والاتصال المرئي بالعميل للعلامة التجارية احتياجات العولمة التي أصبحت ذات أهمية في التسويق للعلامة التجارية؟ أهداف البحث تعظيم إمكانيات الاتصال المرئي. علاقة اللون بالفراغ من الأهداف الرئيسية للتصميم الجيد ، فإن أحد أهداف هذه الورقة هو دمج اللون كمبدأ أساسي ورمزي للعلامة التجارية في التصميم الداخلي و وضع استراتيجيات لونية لتسريع نمو العلامة التجارية ومن اهم اهداف البحث هو عمل دراسة تحليلية للون والاتصال المرئي للعلامة التجارية للشركات المتخصصة في تقديم خدمات المحمول في مصر لمعرفة التأثير النفسي والعقلي على العميل .و تعد شركات الاتصالات مثلاً جيداً للهوية اللونية وتحقق منافسة صارمة . منهج البحث المنهج الاستقرائي من خلال النظريات العلمية في اللون وهوية الفراغ والاتصال ، في توضيح العلاقة بين اللون وهوية فراغ العلامة التجارية. المنهج التحليلي للفراغ التصميمي اللوني لشركات خدمات المحمول في مصر للاستفادة منها في وضع استراتيجيات لونية لنمو العلامة التجارية.

الكلمات المفتاحية:

مكان العلامة التجارية ، هوية المكان ، اتصال مساحة اللون.

1- Introduction

From a wide ranging standpoint, it is the stories we construct from journey linked expectations and experiences that create meaning in the space, and share information, therefore place branding links place identity with projected and perceived images through communication and experience. Strong place branding needs to be created with physical elements, primarily with color design prevailing over other design components. The designer should be conversant with these effects, to take them into consideration in his/her designs of interior spaces of branded buildings/areas, where colors should appear suitable for the brand's activities and attractive to clients. Color is a central standard of visual communication in the human environment relationship, it has symbolic messages and aesthetic-atmospheric information. The main emphasis of the design of a space as such is to develop the experience of the service it offers at a universal scope, and to understand the identity of the brand space by using a single unified color. To form the image of the brand which instigates a feeling of close relationship with the clients, one must have a strong brand space simply designed as an active symbol, by which a functional impact on the eye generates a psychological positive feeling within the space.

Research Objectives

It is a difficult task to attract consumer's attention which is why we need to maximize the possibilities of communication. Since the relationship of color to space is one of the main objectives of active design to create a suitable agenda for specific functions, one of the objectives of this paper is the bridging of emotional connections among clients, cities, and regions to accelerate brand growth and integrate color as a branding principle in Interior Design.

Through a **theoretical** examination of the mental and physical impacts of color, an **analytic** study of the branding of companies specialized in providing mobile phone services in Egypt has been incorporated to meet the second objective of this research. Telecom companies are a good example since they have rigorous competition, excelled at globalized branding, and are identified by color.

Research Methodology

This work of study relies on the theoretical basis of investigation, in clarifying the relationship between color formations and the identity of brand space. The research follows the **descriptive-analytic method** by defining the concepts and ideas; in addition to, delving into the **analytic method** of evaluating mobile service companies in order to identify and understand how color controls brands.

2- Discovering the Properties of Color

The British scientist Isaac Newton (1642-1727) explored the first light spectrum analysis far along in the seventeen century, he sketched the plan of a full circle of light spectrum, starting with red, then orange, yellow, green, blue and violet to return again to red, this is considered the first attempt to organize an image color (Edwards, 2004). In 1866, the scientist Hermann Helmholtz (1821 –1894) discovered the three basic dimensions of color, tint, value, and Chroma. German writer Johann Wolfgang Von Gotha (1749 – 1832) came out with the relation between colors and distance phenomenon (Ching & Binggeli, 2004). Most manifestations of color are created when electromagnetic radiation at wavelengths in the visible spectrum interact with physical matter. One widely accepted **definition** of color as; it is a specific visual sensation produced by visible radiation, or color stimulus, where some wavelengths are filtered out from the light's color spectrum, while the remaining wavelengths reach our eye as color stimulus (Meerwein & Rodeck, 2007, p18). Some of the current experiments have been focused on discovering the physical and chemical properties of color, and their mental and physical impacts on humans whom the designer aims to serve. Moreover, it has been scientifically proven that color influences cortical activation (brainwaves), functions of the autonomic nervous system, and hormonal activity (Meerwein & Rodeck, 2007, p19)

3- Benefits of Choosing the Right Color Scheme to Encode Space

Some theories state the psychological effects of color are of two kinds: the **first** are the direct effects that appear on human beings, such as cheerfulness, sadness, pleasure, excitement, and happiness. The **second** are the indirect effects, which vary according to different persons, these are related to emotional factors, objective or subjective impressions induced by the effect of color. Furthermore, brighter hues tend to make spaces feel bigger and energizes the space's users, in contrast to darker tones which can make an area feel smaller and more intimate, creating a calm and relaxing environment (Pile, J.,1997). The effect of color on people is explained by the relationship between physical and mental actions; by the physical process of seeing color, and the data processing occurring in our brain. Changes between colors may seem understated, but the psychological effect can be significant. Human beings do not respond to a motionless space, but rather to spaces that charm and stimulate them. In addition, human

reaction to color in space depends on many factors like for instance: hue, location of the color in space, and spatial function. In order to strike the meticulous balance of colors while there is more or less no exact recipe to grow a perfect balance in a given space, it is essential to study the space as a whole and how people maneuver through it.

As positive benefits conclusion found between choosing the right color scheme and encode the space are:-

- Increases visual perception; gives impressions to the client, such as attractions.
- Improved differentiation in the environment consequently unifying spaces.
- Enhances concentration and diminishes errors.
- Improves our understanding of the complete work process to correct visualization.
- Aids orientation and increases organization by using color as a medium to send information, and effectively dividing space into different function related color areas.
- Increases carefulness by organizational colors; reduces accidents and mistakes.
- Enhances the impact, the overall quality of impression and attention.

In essence, color is used to encode the place, and to describe not only our knowledge about particular places and events, but also our knowledge about how to act in certain situations. By linking color to certain brands in complex networks, we simplify our mental processes while pleasing our senses. Increase color branding has been one of most effective marketing phenomena nowadays, and has been included in most corporate business's strategy.

4-Brand Place Theories and Brand Place Design to achieve brand design strategy

Bertrand Russell in Logical Atomism (1918) believed that all human knowledge begins with sensory experiences, and for him these sense data are not just mental events, but rather the physical effects caused in us by external objects (Govers & Go, 2009, p30). Referring to the philosophy of Immanuel Kant in the 18th century, constructivism is a particular area of investigation within the domain of cognitive psychology that is of particular significance. Constructive memory theory argues that, when we perceive something, we use our general knowledge of the world around us to construct more complete description of the event. (Govers & Go, 2009, p.32). According to Van Gelder “Brands are created, stimulated and applied by people working in organizations seeking to create worthwhile experiences for their clients that will encourage behavior beneficial to the organization.” “Brand identity is part of the brand spirit, or the brand expression” (Van Gelder, 2005, p. 12). This includes the brand roots, values, vision, scope, name, behavior and the narratives of place (Dinnie, 2011, p. 4).

Brand design approach is essential so that the company can help clients recognize services it offers and unconsciously capture their attention. Brand positioning is the act of designing the company's image providing widespread ads that could be permanently instilled in the minds of their target market, furthermore positioning a new brand requires defining similarities and differences from other brands by communicating through colors (Govers & Go, 2009, p.32). Thus, it can be reasoned that a brand is considered as the link between a place and their clients.

Descriptions and visuals are used to create meaning in the market (Govers & Go, 2009, p.59). Indirectly, places can influence image formation through minor place interactions with clients, “indirect experiences” (Govers & Go, 2009, p.59). Place images can be based on more distinctive or even unique features, events, feelings or atmospheres (Govers & Go, 2009, p.180). Strong place brands need to be created with physical elements, which could create the reason for changing or enhancing sought after symbolism, behavior and communication. This would allow places to narrate their image and communicate in a modified way.

As can be seen, the brand design **strategy** decides which brand elements should be the main focus; brand names, logos, symbols or color. Consequently, we say brand design strategy is critical because it is the means by which the company can help clients understand the services it offers and shape them in their observances. The principle of simplicity is based on the need to deliver the right amount of branding information to clients. Relationship of color to building and spatial task is one of the main objectives of active design and to create a suitable agenda for specific functions. The overall design of a building and its spaces should reflect a clear purpose and it is important to establish rules and hidden agreements to be controlled and reliable. Space should feel like a logical step along the way. **All things considered conclusion found consists of; brand design strategy or place image should be planned as having three main components:-**

- Color is used as a reference and is characteristic based to encode the space.
 - Holistic design by simplicity and identification to the service.
 - Functionality and guidance; what the client expects from the company.
- With place branding this span seems to have introduced the importance of ‘landmarks’ (Kavaratzis,2005, p.5), what we refer to as experience icons; well-designed and properly-implemented brand design methods which can offer a pathway to the future for a brand clarifying where it can go and how it can get there. It extends the brand into the future. Most importantly, brand design creates a lasting appearance that bridges today with where brand will grow over time.

5- Identity and Place Image

“Place identity is now being produced, imagined and consumed through dynamic interactive processes, in physical as well as virtual environments” (Meerwein & Rodeck, 2007, p27) The ‘true identity of place’, the full set of single characteristics or set of meanings that exist in a place, should be the foundation on which to build the place brand plans (Meerwein & Rodeck, 2007, p27) Brand place regularly includes emotional aspects and real images for visual sensations. The main triangle in this visual sensation are the clients, space and services, the connections between them in a country, region or city provide opportunities to create design with identity. All in all, space identity refers to the visual elements like logo, design and color that work together as a system and work in cycle to guide people through the environment and enhance their experience of the space.

Place image was first defined by Hunt (1975) as the total set of impressions of a place, or an individual’s overall perception (Hunt, 1975). Nevertheless, ideas are valid or related only when they match to the reality of the world around us; “The mind’s (image) interaction with the body or reality (identity) through experience; the power to produce in us the ideas of ‘Colors, Sounds, Smells, Tastes, etc.’ (Kemerling, 2001). Image processing is regularly described as mental

picturing, though sight is not the only sensory dimension that can be combined into it. Images can include any or all of the senses sight, sound, smell, taste and touch (Atkinson, 1987, p. 172). Place identity is a development subjected to the forces of globalization which has become increasingly important, and improved entry and efficiency of international travel and made the world a smaller place. Destination brand identity are connected concepts that highlight the idea that places, particularly in the branding process, can effectively have human personality characteristics attached to them (Ekinci & Hosany 2006). This facilitates the bridging of emotional connections between clients, cities, and regions and also activate the principle of growth to help brands take extension decisions. **As a conclusion to this discussion the design plan or strategy for branding place with identity must achieve the following points: -**

- Facilitate communication.
- Direct the design growth creation.
- Provide signs that create common stories for clients to share.
- Clarify brand awareness and improve client understanding.
- Motivate brand image and maximize services.

6- Color and Branding Space Identity

Colors are fundamental elements of our visual sensitivity and environmental experience, they are the element of how we experience the environment. We are surrounded by color whenever we open our eyes. Color is far more than a visual statement it is part of a life process. Viktor E. Frankl (1905 –1997), internationally acclaimed founder of existential analysis, sees a human being as a three dimensional entity consisting of body, mind, and spirit; meaning that humans always act and react holistically. All dimensions, mental and spiritual, are active participants in the relationship between people and their environment.

The mental dimension consists of: - Emotions, feelings, and moods.

- Intellectual talents.
- Instincts, drives, effects and habits.
- Social characteristics and acquired behavioral patterns.

The spiritual dimension consists of: Autonomous decisions and free will.

- Artistic interests.
- Creative visionary ideas directed at human development.
- Human compassion and ethical competence. These dimensions are the focal point for cognition, inner wisdom, humanity, and awareness. They governs our spiritual, sensory, and cognitive interaction with the environment (Meerwein & Rodeck, 2007, p10).

People are directly and inseparably connected to the space that surrounds them. It is in our nature to focus on ideals and meaning. To outline, human beings are thoughtful, influential and responsible to design their environment and existence. People communicate with their surroundings with body, soul, and all their senses. To design an environment that is custom made to people's needs, people must be seen holistically to satisfy humans and their environmental requirements. "Color is Communication in Architectural Space" (Meerwein & Rodeck, 2007, p8) where he describes space as the architectural and interior design of form, material, light, and color. Our senses are the tools of communication. Hesselgren summarizes the requirements for a positive relationship between people and architectural space as:

- Emotions that perceive a space trigger positivity.

- Architectural expression is to be experienced as true from an ethical standpoint.
- Space that must provide competence in terms of functionality
- Architectural space which fulfills particular formal and aesthetic requirements to be experienced as beautiful and interesting (Meerwein & Rodeck, 2007, p65).

Environment entails active organic, physical, psychological, social, and aesthetic factors. Aesthetic value in interior design aims to achieve a holistic aesthetic. This is created through atmospheric, informational, functional, and aesthetic qualities through a logical and balanced interplay of forms, materials, structures, light, and colors (Meerwein & Rodeck, 2007, p75). Part of producing a holistic design structure is to create reliable color schemes. The aesthetic quality of color design is also an identity and image factor in all areas of place design. It should appeal to people in all three dimensions in space. Color design should stimulate and attract us, because effectively it can be timeless. Altogether, color is an imperative branding place identity because it supports exact perception, creates order, helps with location, aids concentration, attracts stimulation indirectly and directly and reduces errors.

6-1. Color Space Communication

The human designed environment is all in color; buildings and spaces. Color has significance in every dominion of life and achieves many different functions. Colors serve as information, communication, and design aesthetic. This makes color vital to the meaning of the environment as well as to human interaction. Our emotions are always touched by what color reveals to us about our environment. Moreover, communication takes place on a special level in the interchange of information between people, as well as on an objective level through symbols in the environment. Color is a central standard of visual communication in the human environment relationship, it has symbolic messages and aesthetic-atmospheric information. A fundamental aspect of the function of color as a communication factor is thus linked to its interactive characteristics. “Color exists in itself, it connects things with each other and connects things with people” (Pieter Uyttenhoven, 2008, p17). **As a conclusion to this discussion color serves as communication marketing to:-**

- Communicate symbolic spaces that are easily recognizable.
- Provide help with space orientation.
- Contribute to order and differentiation.
- Indicate special functions.
- Become land-markers of group identity.
- Express image and significantly influence the statement as a status symbol.
- Serve as marketing factors as features of a style.
- Express style and design trends.

The design plan should create the best possible and minimum visually disturbing environments for the brand. Holistic thinking and analysis with regard to people, color, and architectural space. The sense of attraction is positively stimulated by color selections and create an atmosphere of understanding, by allowing the viewer to identify with his spatial surroundings through a communicative color environment.

7- Analytical Study: Brand Identities and Color Relationship on the Chosen Examples

The brand is a combination of mood, look and creating a perception. Designers should focus on the three dimensional position in brand space that fits brand identity creation through color which strengthens retail strategies of interior spaces in buildings. Color is a principle element in creating the proper space of a brand step. Color is considered one of the means for creating a brand space inside its environment in a commercial building.

7-1. Vodafone Company

Brief description of the selected sample: - Vodafone as one of the samples of marketable space is selected to be analyzed in terms of the place of color in the creation of place brand identity. Vodafone is one of the British multinational companies specialized in providing mobile phones services. In 1992 it became Vodafone, and a new important brand space appeared in the markets. <https://www.britannica.com/topic/Vodafone>

The color characteristics: - color used is red. The red color used here is one of the warm colors with a long wavelength, and is one of the primary hues, according to the Munsell system. The kind of red color used is that of high purity and brightness value.

Red mental and physical impact: - According to (Pile, J. (1997), red is the color of passion and liveliness, moreover it has the effects of increasing alertness, attracting attention, activation, brain stimulation, excitement, courage and power. (Chiazzari, 1998) relates the red color to liveliness, power, warmth, sensuality, assertion, anger and impatience and claims that red accelerates the heartbeat.

The Universal Use of Red in the Interior Character: - Red, when used in interior, can be said to cause excitement and negatively affect time perception. In this context, red color has a strong brand space designed as an active symbol. The brand embodied by a SIM Card in red, from the mental sight effect it creates a feeling of attraction. The sign of the brand space refers to verbal connections and conversation, as it represents this famous communications brand. Using red color, which is a very clear color, tends to make things greater and more significant, easy to think on. The red color strongly imposes itself, to be increased by a large amount of white color. This color choice realizes balance inside the space. The colors use in spatial boundaries resembles Vodafone. The red color helps in attracting customers, thus it is used in enhancing commercial activities. It gives the feeling of energy, and life in the space. It also highlights the character of the brand space and making it relevant to Vodafone. Figure 1



Figure 1. In this context, red color has a strong brand space designed as an active symbol.

7-2. Orange Company

Brief description of the selected sample: - Orange as one of the samples of marketable space is selected to be analyzed in terms of the place of color in the creation of place brand identity. It has been the company's main brand for mobile, landline, internet and IPTV services since 2006. The company was rebranded as Orange in July 2013.

https://en.wikipedia.org/wiki/Orange_S.A

The Color Characteristics: - color used is orange. The orange color used here is one of the warm colors. Eyes see orange when observing light with a dominant wavelength. It is created by a combination of the color yellow and red on the spectrum of visible light, it is a secondary color according to the Munsell system. The kind of orange color used is that of high purity and brightness value.

Orange mental and physical impact: - According to (Chiazzari, 1998) orange is related to joy, security, creativity, stimulation and activation. In a study conducted in Europe and the US by (Heller2009), orange is mostly associated with entertainment, being extraordinary, warmth, fire, action, danger and autumn. He also believes that orange implies happiness, and increases courage, attention and the amount of oxygen that reaches the brain. Pile, J. (1997) states that orange, which is the symbol of balanced power, intuition and pure happiness, spreads optimism. Moreover, he claims that orange light waves have a positive effect on human body.

The Universal Use of Orange in the Interior Character: As orange is the result of the combination of yellow and red, its effects in interior is also a combination of the two. Taking the stimulant influence of red and the optimism of yellow, it can be said that orange will create an atmosphere of joy and curiosity. Another feature similar to yellow is that it will make the place look brighter when used on the walls and the ceilings. As with the color red, when used in interior, orange will have the effect of stimulation. Figure 2

“These businesses have been perfecting their branding and marketing skills for a number of years. They have changed and tweaked their marketing and branding to find out what works and what does not” (Cijo, 2014, p 6).



Figure 2. It can be said that orange will create an atmosphere of joy and curiosity.

7-3. Emirates Company

Brief Description of the Selected Sample: - Emirates Institute for Communications, branded trade name **Etisalat** is a multinational [Emirati](#) based [telecommunications](#) services provider, currently operating in 16 countries across [Asia](#), the [Middle East](#) and [Africa](#). As of February 2014, Etisalat is the [14th largest mobile network operator](#) in the world. <https://en.wikipedia.org/wiki/Etisalat>

The Color Characteristics: - color used is green. The green color used here is one of the cold colors. Eyes see green when observing light with a medium wavelength. It is created by a combination of yellow and blue on the spectrum of visible light, it is a secondary color according to the Munsell system. The kind of green color used is that of high purity and brightness value.

Green mental and physical impact: - (Chiazzari, 1998) relates green to harmony, relaxation, peace, silence, sincerity, honesty, contentment and generosity. According to Pile, J. (1997), green is associated with silence, productivity, life, growth, nature, wisdom and belief. The results of a questionnaire conducted in Europe and the US suggest that green is mostly associated with nature, life, health, youth, spring, hope and desire (Heller, 2009). He claims that green is more preferred by people who are intelligent, social, fluently speaking and fond of food. Moreover, the color has a calming, relaxing and refreshing effect. Highlights that green light waves regulate the heart and circulatory system, contribute to relaxation and cure illnesses such as high fever and liver problems.

The Universal Use of Green in the Interior Character: Considering the psychological and physiological effects of green, when used in interior, it can be claimed that it will have a relaxing, calming and even refreshing effect on people who associate green with nature, and nature with calmness. Thus, it is logical to use green in relaxation areas. Considering this relationship, health institutions that use green seem to have an appropriate approach to their choice. Figure 3



Figure 3. Green can be claimed that it will have a relaxing, calming and even refreshing effect on people.

7-4. Telecom Egypt

Brief Description of the Selected Sample: - Egypt's primary telephone company. It started in 1854 with the first telegraph line in Egypt. In 1998, it replaced the former Arab Republic of Egypt National Telecommunication Organization.

https://en.wikipedia.org/wiki/Telecom_Egypt

The Color Characteristics: - color used is purple. Purple is a composite color made by combining red and blue. It occupies its own place at the end of the spectrum of light. First identified by Isaac Newton in 1672, and has its own low wavelength

. <https://en.wikipedia.org/wiki/Purple>

Purple Mental and Physical Impact: - Pile, J. (1997) believes that purple is the color of sensitivity and artistic nature. While the light shades of the color define magic and joy, dark shades represent nobility and mysteriousness. Violet stands for authority, chaos, death, dedication, and holy love (Pile, J. 1997). According to (Chiazzari, 1998), indigo and violet are related to spirituality, intuition, inspiration, deep thought and innocence. (Heller, 2009), in a study done in Europe and the US, the color purple was mostly associated with kingdom, magic, mysteriousness and religion. Questionnaire results from Europe and the US suggest that purple symbolizes arrogance, extravagancy and individualism. Moreover, purple is the color that is unconventional, artificial and rarely found in nature, and it is the first color which evolved from other colors. Heller claims that indigo light waves fight against high fever and skin diseases. Violet light waves, impact the brain, purify and have a refreshing and disinfectant effect.

The Universal Use of Purple in the Interior Character: The use of dark shades of purple may lead to a depressive atmosphere. The use of light shades result in a womanish effect on the interior. This influence comes from the fact that purple stands for the color of flowers and woman attraction. When used in combination with black, it creates a cosmic effect. When used with white, the connotation is nobility. Figure 4



Figure 4. Purple when used in combination with black, it creates a cosmic effect. When used with white, the connotation is nobility.

8- Results and Analytical Results Table Deducted by Researchers

The main triangle in visual sensation are the clients, space and the services. Brand is considered as the link between a place and their clients. Brand interior space is designed as an active symbol .These finding further support the idea of creating a lasting appearance that bridges today with where the brand will grow over time through place identity and space communication.

Branding feeds into globalization, which has become significantly relevant, increased market entry, and efficiency of international travel. Consequently, strong place branding needs to be created with physical elements for established rules and hidden agreements to be controlled and reliable. Brand design approach is essential so that the company can help clients recognize services it offers and unconsciously capture their attention.

Color is a central standard of visual communication in the human environment relationship, it has symbolic messages and aesthetic-atmospheric information. The main emphasis of the design of a space as such is to develop the experience of the service it offers at a universal scope, and to understand the identity of the brand space by using a single unified color.

Well-designed and properly-implemented brand design methods which can offer a pathway to the future for a brand clarifies where it can go and how it can get there. It extends the brand into the future. Most importantly, brand design creates a lasting appearance that bridges today with where brand will grow over time.

The following table is an analytical table of results deducted by researchers:

	Vodafone	Orange	Etisalat	Telecom Egypt
Origins	British multinational company.	French multinational company.	Emirati multinational company.	Egypt's Telephone company.
color characteristics	<p>Red</p> <ul style="list-style-type: none"> - Warm colors. -Long wavelength. - Primary hues. -The brand hue is the high purity and brightness value. 	<p>Orange</p> <ul style="list-style-type: none"> -Warm color. -Long wavelength. -Secondary color. - The brand hue is the high purity and brightness value. 	<p>Green</p> <ul style="list-style-type: none"> -Cold colors. -medium wavelength. -Secondary color. -The brand hue is the high purity and brightness value. 	<p>Purple</p> <ul style="list-style-type: none"> -Cold colors. -Short wavelength. -Secondary color. -The brand hue (which occupies the end of the spectrum) is the high purity and brightness value.

<p>Physical Impact</p>	<p>Red is the color of -Passion. - Liveliness. - Creates a feeling of attraction. -Brain stimulation. - Accelerates the heartbeat.</p>	<p>Orange is related to -Joy, security, creativity and entertainment. -Stimulation, activation, and happiness. -Increases the amount of oxygen that reaches the brain.</p>	<p>Relates green to -Harmony, peace relaxation, silence, sincerity, honesty. -Associated with silence, productivity, life, growth, nature, health, youth, and spring. -Green light waves regulate the heart.</p>	<p>Purple rarely found in nature. - Light shades of the color define magic and joy. -Dark shades represent nobility and mysteriousness. -Impact the brain, purify and have a refreshing effect.</p>
<p>Universal Use</p>	<p>Red is a strong brand space designed as an active symbol.</p>	<p>Orange will create an atmosphere of joy and curiosity.</p>	<p>Green color has a calming, relaxing and refreshing effect.</p>	<p>The use of dark shades of purple may lead to a depressive atmosphere. The use of light shades result in a womanish effect.</p>
<p>Analyze the Color Brand in Interior Design Space</p>	<p>-Using red color, which is a very clear color, tends to make things greater and significant. -Strongly imposes itself. -Easy to think of and remember, that is why it has a strong effect on identity of the brand space, helps in attracting customers.</p>	<p>- Interior orange will have the effect of stimulation and make the place look brighter -Orange color is more visual, makes things look bigger, closer and gives a sense of comfort, and warmth to the space. -Increasing the activity inside the space may cause tension.</p>	<p>-Green can be claimed that it will have a relaxing, calming and even refreshing effect on people who associate green with nature and nature with calmness and harmony.</p>	<p>- Purple gives the tendency to enjoy and reduces tension. -The use of dark shades may lead to a depressive atmosphere. The use of light shades result in a womanish effect on the interior. -When used in combination with black, it creates a cosmic effect. When used with white, the connotation is nobility and reduces visual stress.</p>

Analyze the Color Brand in Interior Design Space	<p>Custom of the color: - all parts of the interior spaces improved with a large volume of white color to enhance the space image and make it easily recognizable.</p> <p>Walls: - red is mostly used next to large volume of white color.</p> <p>Ceiling: - red is rarely used and white is mainly used.</p> <p>Flooring: - hardly used.</p> <p>Furniture: - Smooth interior furniture, most of it is red.</p> <p>-Strong energetic effect used to invite customers to make them complete their mission faster and leave.</p>	<p>Custom of the color: -Orange occupies a larger space in the brand, visible from a distance as an energetic, youthful color.</p> <p>-Color spreading inside a space leads to the feeling of charm and enjoyment.</p> <p>-Using the gap between orange and white color creates an increasing volume of positive feeling for fascination.</p> <p>Walls: - Orange is generally used next to medium volume of white color.</p> <p>Ceiling:-Hardly used. Flooring: - Hardly used.</p> <p>Furniture: - Furniture, most of it is orange.</p>	<p>Custom of the color: -This harmony creates movement and activity in this space, eventually creating a kind of attraction and pleasure inside the users of this space.</p> <p>-Green color gives the feeling of environment friendly and creates balance inside the space.</p> <p>Walls: - Green is mostly used next to large volume of white color.</p> <p>Ceiling: - Hardly used.</p> <p>Flooring: - Used next to medium volume of white color.</p> <p>Furniture: - Smooth interior furniture, balance between green and white.</p>	<p>Custom of the color: -</p> <p>-Large amount of white color is used, leading to a sense of cleanliness.</p> <p>-White color reflects smoothness and brightness.</p> <p>-Using the gap between purple and white color creates a strong effect on the users inside the space.</p> <p>Walls: - Purple is balanced and used next to large volume of white color.</p> <p>Ceiling: - Hardly used.</p> <p>Flooring: - Hardly used.</p> <p>Furniture: - Purple and white used in furniture creates a degree of balance inside the space.</p>
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An analytical table of results deducted by researchers.

9- Conclusion

Brand space became one of the most common fields of interior design, especially after the impetus of globalization in postindustrial communities. With the analysis made for the chosen examples, it can be said that color can be used to realize certain emotional aims by using certain color patterns that create an atmosphere of attraction and excitement inside commercial spaces, by creating an exciting aesthetical image for the customers, which enhance commercial activities.

To sum up, color theories and definitions were examined, defining it as a specific visual sensation produced by visible radiation, or color stimulus, where some wavelengths are filtered out from the light's color spectrum, while the remaining wavelengths reach the eye as color stimulus. Next the worthiness of selecting the suitable color was assessed across design standards such as increasing carefulness by organizational colors, and enhancing the impact, the overall quality of impression and attention, among other factors.

After that, branding was taken into consideration and it was concluded that brand design strategy or place image should be planned as having three main components: color is used as a reference and is characteristic based to encode the space, holistic design by simplicity and identification to the service, and functionality and guidance; what the client expects from the company.

To achieve this strategy it was foreseen that to brand place with an identity one must achieve the following; facilitate communication, direct the design growth creation, provide signs that create common stories for clients to share, clarify brand awareness and improve client understanding, motivate brand image, and maximize services. This communicates to the customer the hue by; communicating symbolic spaces that are easily recognizable, providing help with space orientation, contributing to order and differentiation, indicating special functions, creating land-markers of group identity, expressing image and significantly influencing the statement as a status symbol, marketing factors as features of a style, and expressing style and design trends.

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