Visual languages of branding systems:
The case of branding system of the *Zooba* restaurant

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In the proposed talk I will demonstrate that some approaches and methodologies used in language studies are applicable in a very strict sense in the domain of branding design.

The term "visual language" is used in the broad realm of pictorial representation. That applied among others to painting, illustration, advertisement, film. There are however examples of scientist who worked out a systematic application of language specific terms to the domains of image. Neil Cohn developed the theoretical framework to analyze comics (Cohn, 2013). He uses the term "visual language" in a very strict sense. Gunther Kress and Theo van Leeuwen propose systematic approach for image analyzes derived from linguistic. I will use a similar approach.

In a particular branding system we can find a very consequent inner structure: concrete set of graphic elements and rules, according to which these elements interact. In the design *jargon* this manual is called *key visual* and the document combing all information regarding brand's visual identity is *brand book.* By following the guideline from key visual we can design recognizable visual materials of a particular brand throughout diverse media and formats. I propose that the key visual of a particular brand and the instances of its usage (concrete graphic materials both printed and digital, for instance: business cards, envelops, outdoor advertisement, social media posts etc.) fit to a very classical distinction formulated by Ferdinand de Saussure for *langue* and *parole.* I will demonstrate this phenomena on the base of a case study: branding system of the Egyptian restaurant Zooba.

Cohn, Neil. 2013. *The visual language of comics : introduction to the structure and cognition of sequential images.* Bloomsbury Academic

Kress, Gunther, Theo van Leeuwen. 1996. *Reading Images. The Grammar of Visual Design*, Routledge