Analytical study of the aesthetic design values of the Saudi national identity that are reflected in the National Day and the Founding Day designs

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1 SUMMARY

The study found that using national identity designs and Foundation Day can be used with creative products and the three aspects, artistic, aesthetic, functional and design, were taken into account and the study concluded that the overall average of views on achieving the three-axis elements was artistic, aesthetic axis, functional axis and design axis in the identity of Foundation Day and the identity of the National Day, has come to a large extent for all its elements.

The objective of this study was to assess the viewpoints of Saudi design students regarding the design characteristics of logos created for Saudi National and Foundation Days. A survey was conducted, and the responses from 163 students were analyzed. The findings revealed that the majority of students held positive perceptions regarding various aspects of the design characteristics associated with these logos.

In previous research, several papers have outlined the characteristics of artworks that elicit positive perceptions in viewers. Van Schaik and Ling (2009) found that viewers tend to prefer relatively attractive, information-rich, and classical art forms that are relevant to specific contexts. Shahedi, Daud, and Yaacob (2012) identified elements such as space, form, color, harmony, rhythm, and repetition as integral components of visual perception for users. Petrelli, Soranzo, Ciolfi, and Reidy (2016) conducted survey studies to measure the impact of design analytics elements, including shape, size, material, light, and sound emitted by objects. Negm and Tantawi (2015) conducted interviews with 24 consumers from diverse demographic backgrounds to evaluate the influence of visual design on consumers' perceptions of print advertising.

The visual aspects such as lines, shapes, forms, textures, colors, sizes, values, and spaces present in advertisements serve as precursors to visual elements like photographs, drawings, graphical content, product names, logos, and colors, which in turn influence individuals' perceptions of the advertisements, either positively or negatively. The Saudi design students in

this study perceived the design characteristics of logos, except for aspects related to light and sound. These findings align with previous research conducted in this field.

Johnson, Lenau, and Ashby (2003) outlined a detailed set of design attributes for websites, a framework that can be extrapolated to logo design, barring sound and taste elements as highlighted by Saudi design students in this research. The importance of color clarity is underscored by the visuals analyzed by Moshagen and Thielch (2010). Various aspects related to color were integrated into the survey questions, touching upon familiarity with designs for Saudi National Day and Saudi Foundation Day.

While 21% of the participants were female students, this study did not include a gender comparison, notwithstanding Esfahani and Sareh's (2021) discovery of gender variations in mobile device design perceptions. Carbon (2011) distinguished between preferences and dislikes. However, the study did not assess "hate." Nonetheless, disagreement with specific statements in the study could sometimes indicate a strong dislike or repulsion.

المستخلص

وجدت الدراسة أن استخدام تصاميم الهوية الوطنية ويوم التأسيس يمكن استخدامها مع المنتجات الإبداعية، وأخذت في الاعتبار الجوانب الثلاثة، الفنية، والجمالية، والوظيفية، والتصميم، وخلصت الدراسة إلى أن المتوسط العام لآراء تحقيق العناصر الثلاثة المحورية كانت فنية، محور جمالي، محور وظيفي، ومحور تصميم في هوية يوم التأسيس وهوية اليوم الوطني، وصلت إلى حد كبير لجميع عناصرها. وكانت الهدف من هذه الدراسة تقييم آراء طلاب التصميم السعوديين بشأن الخصائص التصميمية للوجوه التي تم إنشاؤها لأيام الوطنية والتأسيس السعودية. تم إجراء استطلاع وتحليل ردود الفعل من ١٦٣ طالبًا. كشفت النتائج أن الغالبية العظمى من الطلاب يحملون انطباعات إيجابية بشأن جوانب مختلفة من السمات التصميمية المرتبطة بتلك الشعارات.

في الأبحاث السابقة، تم شرح خصائص الأعمال الفنية التي تثير انطباعات إيجابية لدى المشاهدين في العديد من الأوراق البحثية. وجد Van Schaik و2009) Ling) أن المشاهدين يميلون إلى تفضيل أشكال الفن الجميلة نسبياً والغنية بالمعلومات والكلاسيكية التي تكون ذات صلة بالسياقات الخاصة. كما حدد Shahedi وDaud و2012) Yaacob) العناصر مثل الفضاء والشكل واللون والتناغم والإيقاع والتكرار كمكونات أساسية للإدراك البصري للمستخدمين. وأجرى Petrelli وSoranzo وCiolfi و2016) Reidy) دراسات استطلاعية لقياس تأثير عناصر تحليل التصميم، بما في ذلك الشكل والحجم والمادة والضوء والصوت الصادر عن الأجسام. وقام Negm و2015) Tantawi) بإجراء مقابلات مع ٢٤ مستهلكًا من خلفيات سكانية متنوعة لتقييم تأثير التصميم البصري على انطباعات المستهلكين من الإعلانات المطبوعة.

العناصر البصرية مثل الخطوط والأشكال والأنسجة والألوان والأحجام والقيم والمسافات الموجودة في الإعلانات تعتبر سابقة لعناصر بصرية مثل الصور والرسومات والمحتوى الرسومي وأسماء المنتجات والشعارات والألوان، والتي بدورها تؤثر على انطباع الأفراد عن الإعلانات، سواء بشكل إيجابي أو سلبي. فقد استشعر طلاب التصميم السعوديون في هذه الدراسة خصائص تصميم الشعارات، باستثناء الجوانب المتعلقة بالضوء والصوت. تتماشى هذه النتائج مع الأبحاث السابقة التي أُجريت في هذا المجال.

وقد قدم Johnson وLenau و2003) Ashby) مجموعة مفصلة من صفات التصميم لمواقع الويب، إطار يمكن توسيعه إلى تصميم الشعارات، باستثناء عناصر الصوت والذوق كما أشار إليها طلاب التصميم السعوديون في هذا البحث. وتؤكد أهمية

وضوح الألوان من خلال الرسوم التي تم تحليلها من قبل Moshagen وThielch (2010). تم دمج جوانب مختلفة متعلقة بالألوان في أسئلة الاستبيان، متناولة الإلمام بالتصاميم المتعلقة بيوم الوطن السعودي ويوم التأسيس السعودي.

بينما كانت نسبة ٢١٪ من المشاركين طالبات إناث، إلا أن هذه الدراسة لم تتضمن مقارنة بين الجنسين، على الرغم من اكتشاف إسفهاني وساره (٢٠٢١) لاختلافات الجنس في تصورات تصميم أجهزة الجوال. في دراسة كاربون (٢٠١١) تميز بين التفضيلات والإكراهيات. ومع ذلك، لم تقم الدراسة بتقييم "الكراهية." ومع ذلك، يمكن أن يشير الاختلاف مع بيانات معينة في الدراسة أحيانًا إلى كراهية قوية أو اشمئزاز.

2 INTRODUCTION

As a result, we could recognize, how the symbols, shapes, color themes, and elements that were used in the National Day and Foundation Day designs were inspired and influenced by the Saudi cultural heritage as well as the past's originality.

In terms of the 90th national day, the dominant color theme was green, which was applied in a variety of ways in the many designs for this occasion. This color was undoubtedly influenced by the color of the national flag.

Alternatively, the celebration of Founding Day is viewed as an ambitious nationwide initiative. Yet, acquainting individuals with their own narrative of national beginnings sparks their creativity by revealing the richness and significance of their collective past and heritage, thereby instilling in them a more profound sense of national mission and future. To achieve these noble aspirations, our approach firmly roots the current era in the events of the preceding three centuries.

Increasingly the projects and products that preserve the Saudi national identity of the is becoming obsolete demand. There is a need to preserve traditional artefacts in the face of this issue.

3 STATEMENT OF THE PROBLEM

Study and analysis of the aesthetic design values of the Saudi national identity that are reflected in the National Day and the Founding Day.

To determine the problem of the study in the following main question:

Is it feasible to enrich the design thinking of awareness of the authenticity of the country's identity and culture by studying and analyzing aesthetic design characteristics of the Saudi national identity that are reflected in the National Day and the Founding Day?

4 HYPOTHESES OF THE STUDY

3.1 Study the essential designs aspects and symbols that were conveyed from the Saudi legacy and cultural heritage. Especially the were used in the national day and Foundation Day identities. As a result, their inclusion in national designs raises the awareness of the authenticity of the country's identity and tradition.

3.2 Study of national heritage-inspired shapes, elements, symbols, colors, and designs, as seen on National Day and the founding day, through the use of items with a national identity. As a result, national identity, belonging, and citizenship will be emphasized.

5 OBJECTIVES OF THE STUDY

Study and analyze the National Day and the Founding Day design identities, including the use of symbols, shapes, logos, colors, symbolic connotations, and design elements.

Provide design proposals and solutions that reflect and emphasize Saudi national identities and citizenship. It is distinguished, however, by its uniqueness, contemporary insight, and adaptation to the needs of the modern period.

6 SIGNIFICANCE OF STUDY

5.1 Spreading the spirit of loyalty and belonging to the Saudi cultural heritage through emphasizing the country's visual identity.

5.2 Emphasizing the identification of the elements, symbols, shapes, and color connotations that are illustrated either in the National Day or Foundation Day identities.

5.3 Designing national products that are influenced by the originality of the past and the spirit of the contemporary, and inspired by the national identity of the National Day and founding day.

7 CONCEPTUAL FRAMEWORK OF THE STUDY

Founding Day represents an exceptionally ambitious national endeavor. By acquainting a populace with their historical roots, evoking their creativity through the richness and significance of their collective heritage, and ultimately fostering a heightened sense of national mission and fate, this event stands out. To achieve these admirable objectives, our strategy firmly connects the present with the events of the last three centuries.

8 Foundation Day Brand Identity

7.1.1 Logo Structure

The Founding Day logo structure consists of the **Symbol and wordmark**.

The Founding Day logo is comprised of various symbols such as The Flag, the Dates, the Majlis, the Arabian Horse, and the Souq, which intertwine and evolve to form dynamic patterns. The design of the Wordmark draws inspiration from historical manuscripts that document the early days of the first Saudi State. This logo configuration consists of both the symbol and the wordmark, and it is essential to maintain this arrangement and the original forms of our logo without any alterations.

Figure No. (1) Secondary Horizontal Logo and Primary Vertical Foundation Day

7.1.2 Logo Color

The Founding Day logo is designed to be displayed in either black or white, depending on the background it is placed on. It should only be colored in gold for special treatment printing, maintaining its original black or white appearance for standard use. No other colors are permissible for the logo except for gold in specific printing applications.

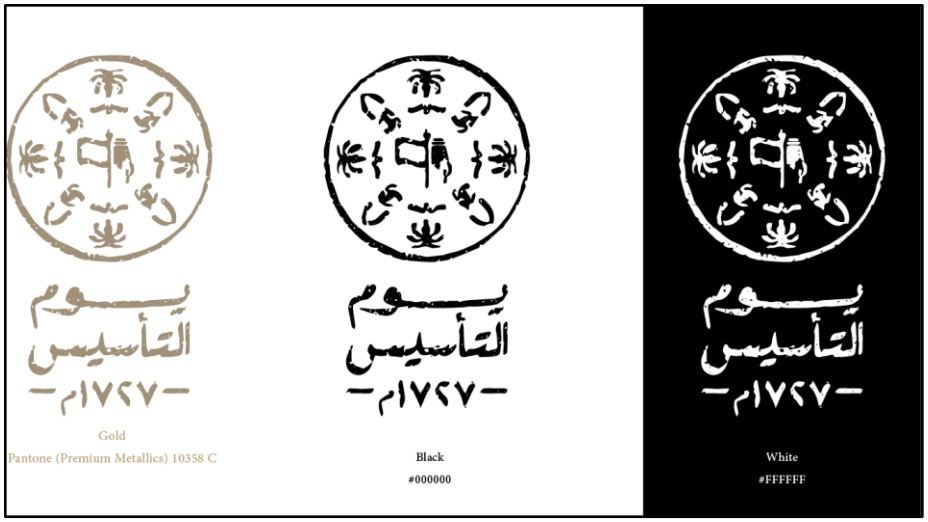


Figure No. (2) Shows the Foundation Day Logo Structure

7.1.3 Arabic Logo Variations

The vertical lockup of the logo is the preferred choice for all collateral and communications. In instances where space constraints prevent the use of the primary vertical lockup, the secondary horizontal lockup should be utilized. It is important to note that separating the symbol and wordmark should only occur in exceptional circumstances and is generally limited in usage (example Instagram avatar).

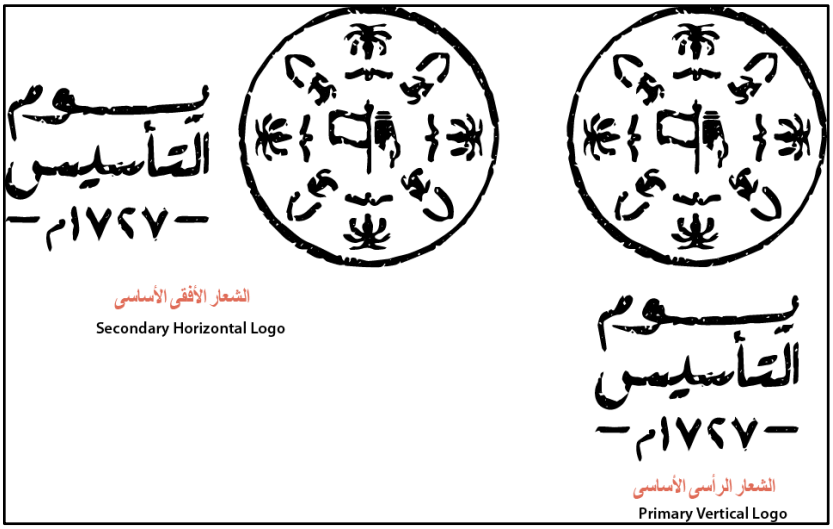


Figure No. (3) Shows the Primary and Secondary Foundation Day Logo

7.1.4 Color Inspiration

The incense burner, originating from Oriental heritage, serves as a vessel for burning incense and coals. It holds significance for many through unique symbols. These burners are deeply intertwined with Arab heritage, particularly that of Saudi Arabia. Various regions within the Kingdom, including Riyadh, Qassim, Hail, and others, boast distinct designs specific to their cultural identity.

Figure No. (4) Shows the Foundation Day Colour Inspiration

a) Primary Colors

The selection of brand colors is crucial for brand recognition and differentiation. It is essential to adhere to the designated color codes and combinations outlined in the guidelines to maintain brand consistency. Any deviation from these specified guidelines in terms of color choices will not be permitted.

Figure No. (5) This color means the Clarity and its PANTONE (Color Bridge) 7506 CP 50% Tint, CMYK: 0, 4, 13, 0, RGB: 255, 245, 229,

Figure No. (6) This color means the Determination and its PANTONE (Color Bridge) 7615 CP CMYK: 44, 62, 67, 32, RGB: 115, 82, 69

Secondary Colors

The seven secondary colors are employed to convey various themes effectively. Alongside these secondary colors, white can be utilized for typography and secondary graphics to guarantee adequate contrast and readability in design elements.

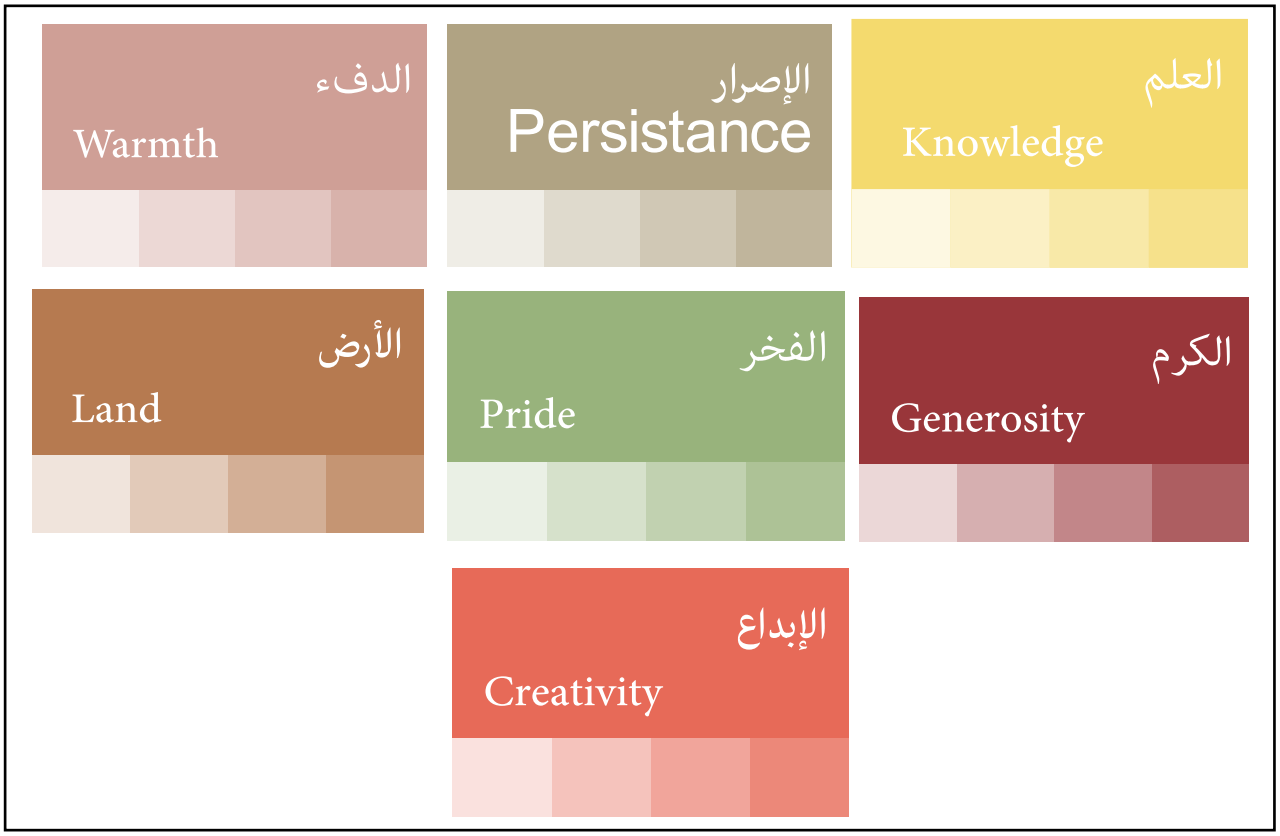


Figure No. (7) This color means the Determination and its PANTONE (Color Bridge) 7615 CP CMYK: 44, 62, 67, 32, RGB: 115, 82, 69

7.1.5 Typography

The Founding Day brand typeface is Harir. Harir Bold is suitable for headings and subheadings, while Harir Regular is ideal for body copy. This typeface enhances legibility by increasing counter spacing and ensuring consistency in character appearance. When placed on colored backgrounds, typography should be utilized with various brand colors in addition to white to maintain visibility and brand coherence. It's essential to ensure text legibility. Brand colours can be used for text if there is enough contrast between the text and background.

Figure No. (8) This color means the Determination and its PANTONE (Color Bridge) 7615 CP CMYK: 44, 62, 67, 32, RGB: 115, 82, 69

7.1.6 Brand Elements

a) Iconography

Within the brand, a collection of 9 icons is included. These icons are versatile and can be employed individually or arranged together to form a pattern. It is imperative that all icons are resized proportionally to maintain visual harmony and consistency across their usage.

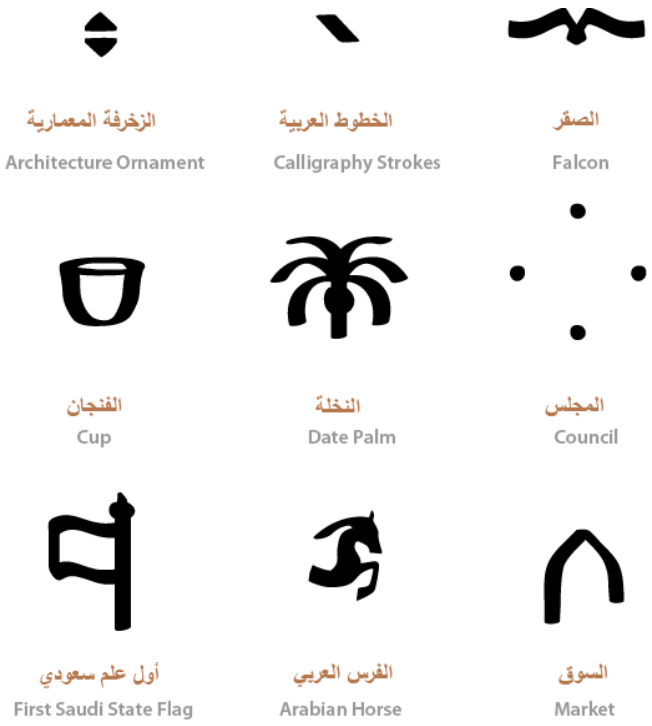


Figure No. (9) Shows the methods of Primary symbols that are used in the Foundation Day

b) Primary Patterns

The Founding Day brand uses several patterns as part of its visual language, which is derived from the basic form of the brand mark. The Founding Day patterns represents different qualities and aspirations within the brand. Founding Day patterns are to be used equally across all communications and collateral. A single pattern should not be favored over others, in order to avoid repetitiveness.

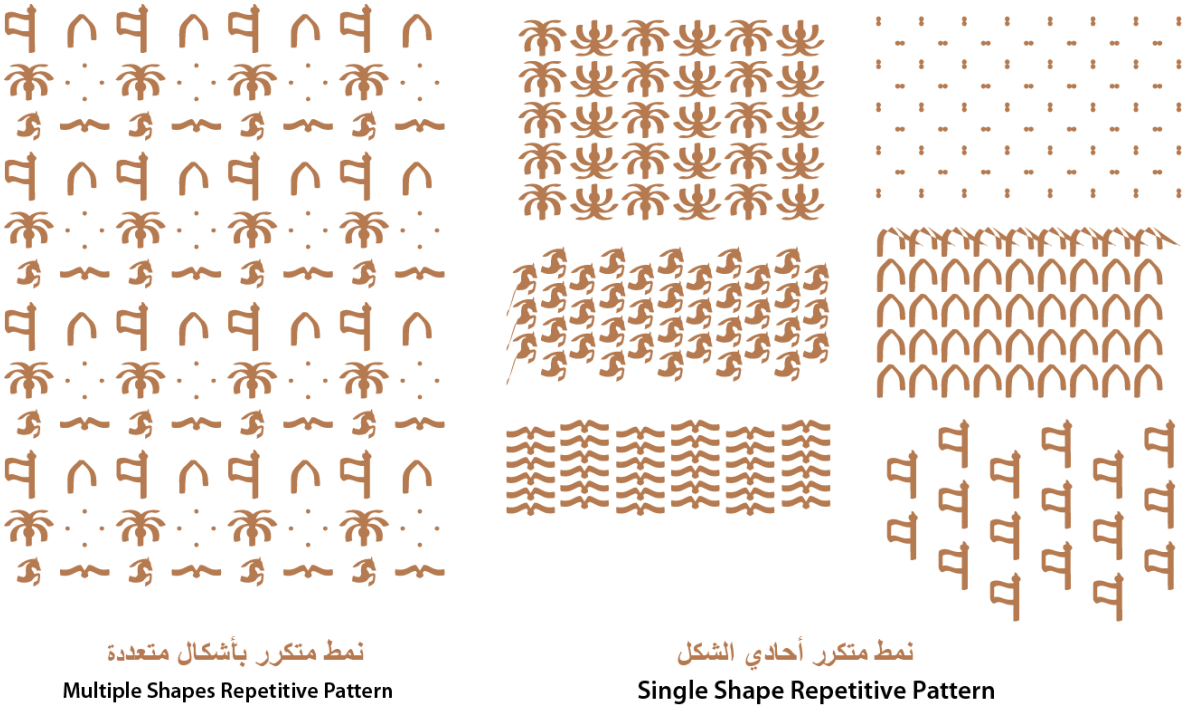


Figure No. (10) Shows Primary Patterns that are used in the Foundation Day

c) Secondary Patterns

Examples of shape based circular patterns; some are formed from a single repetitive shape while some are a mix of multiple shapes.

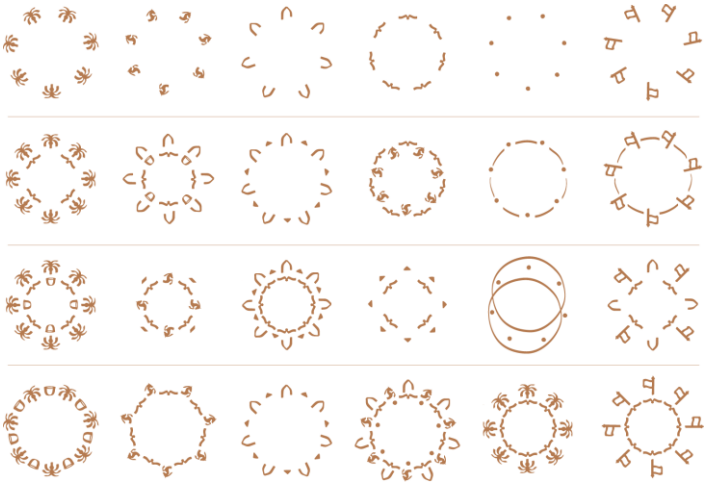


Figure No. (11) Shows Secondary Patterns that are used in the Foundation Day

d) Correct & Incorrect Pattern Cropping & Placement

On the left are examples of primary and secondary patterns correct and incorrect usages.

Figure No. (12) Shows the Correct Pattern Cropping & Placement of the Foundation

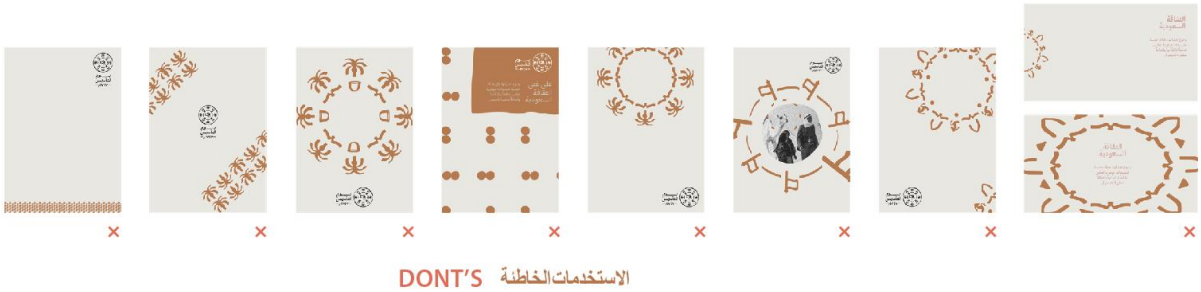


Figure No. (13) Shows the Incorrect Pattern Cropping & Placement of the Foundation Day

7.1.7 Brand Applications

Figure No. (14) Shows the Foundation Day Applications: Saudi Coffee Cups (Dallah)

Figure No. (15) Shows the Foundation Day Applications: Metal Mugs

Figure No. (16) Shows the Foundation Day Applications: Metal Bottles & Tote Bag

Figure No. (16) Shows the Foundation Day Applications: Gift Box

Figure No. (17) Shows the Foundation Day Applications: Cards

Figure No. (18) Shows the Foundation Day Applications: Pin & Tag Names

Figure No. (19) Shows the Foundation Day Applications: Print & Digital

Figure No. (20) Shows the Foundation Day Applications: Masks & Scarf

7.2 National Day 91 Brand Identity

7.2.1 Logo Inspiration

a) **The logo symbol:** was designed in the form of a map of the Kingdom of Saudi Arabia, as an expression of its embrace and harness. Its capabilities are for everyone, as it has made them an entity through which they learn, work, achieve, and contribute to the protection, construction, and prosperity of Saudi Arabia.

b) **The calligraphy (She is our home):** was inspired by the Arabic Thuluth script, drawn on the Saudi flag, with the text of the Testimony of Unity.

c) **The Colors:** The identity consists of a set of colors; each color reflects a meaning associated with the Kingdom of Saudi Arabia. Green represents ambition, security, and growth. Yellow represents optimism, orange represents success, red represents determination, and blue represents loyalty and wisdom.

Figure No. (21) Shows the logo Inspiration

7.2.2 Logo Structure

The National Day logo structure consists of the logo symbol and logotype. The logo structure must not be altered in any case, as the logo dimensions have been designed carefully to get a balanced look and feel.

Figure No. (22) Shows the logo Structure

7.2.3 Logo Colors

Figure No. (23) Shows the colors themes that used in the Logo

7.2.4 Logo Typeface

a) Arabic Typeface

The primary Arabic typeface is (RB). It has been carefully chosen to reflect and match with the National Day identity in all usages.

Figure No. (23) Shows the National Day Arabic Typeface

b) English Typeface

The primary English typeface is (HELVETICA). It has been carefully chosen to reflect and match with the National Day identity in all usages. It comes with variety of font weights to meet all needs.

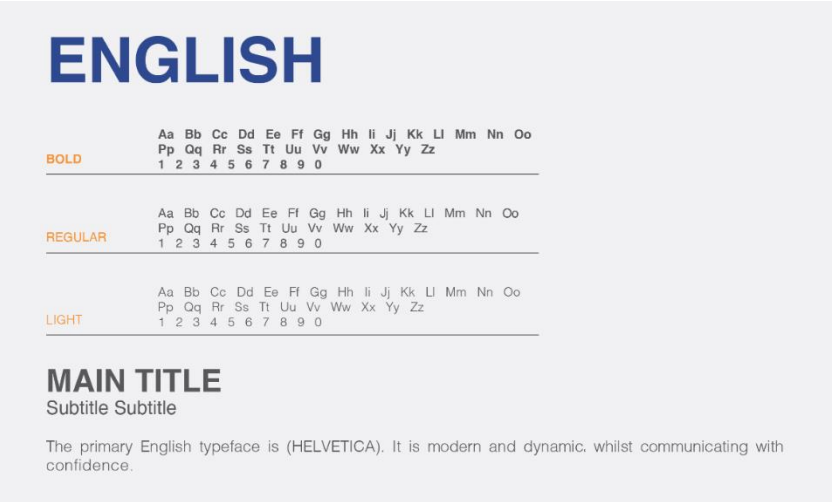


Figure No. (23) Shows the National Day English Typeface

7.2.4 Logo Identity (Inspiration & Concept)

The basic elements were designed from the most prominent projects of the vision of the Kingdom of Saudi Arabia, which are sources of inspiration for every contemporary artist. This art collection is completed after adding the element (the human being), which has an active role in realizing the dream and defining the features of a promising future that has no limits.

Figure No. (24) Shows the Logo Identity (Inspiration & Concept)

7.2.5 Logo Identity Illustrations

The full illustration, without the flag, must be used in production to preserve the name of Allah. The illustration cannot be used in other ways than the ones mentioned in this guideline.

Figure No. (25) Shows the methods of National Day illustrations

7.2.6 Logo Identity Elements

The individual projects can be used as shown. The illustration must not be used in other ways than the ones mentioned in this guideline. Suggested slogans related to each project have been provided.

Figure No. (26) Shows the of National Day Logo Identity Elements

7.2.7 Logo Identity Applications

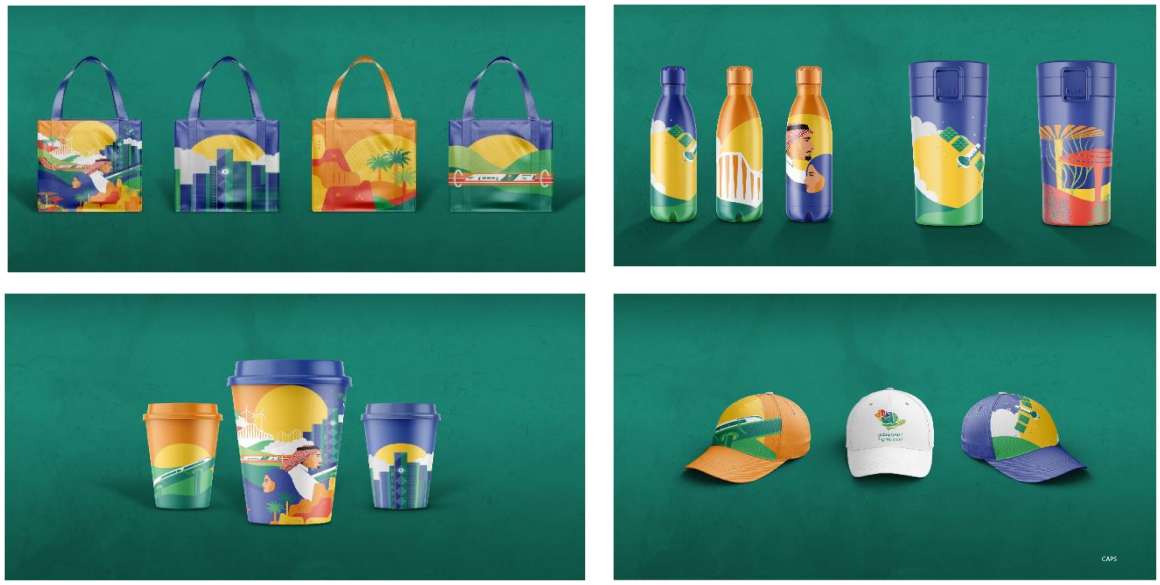
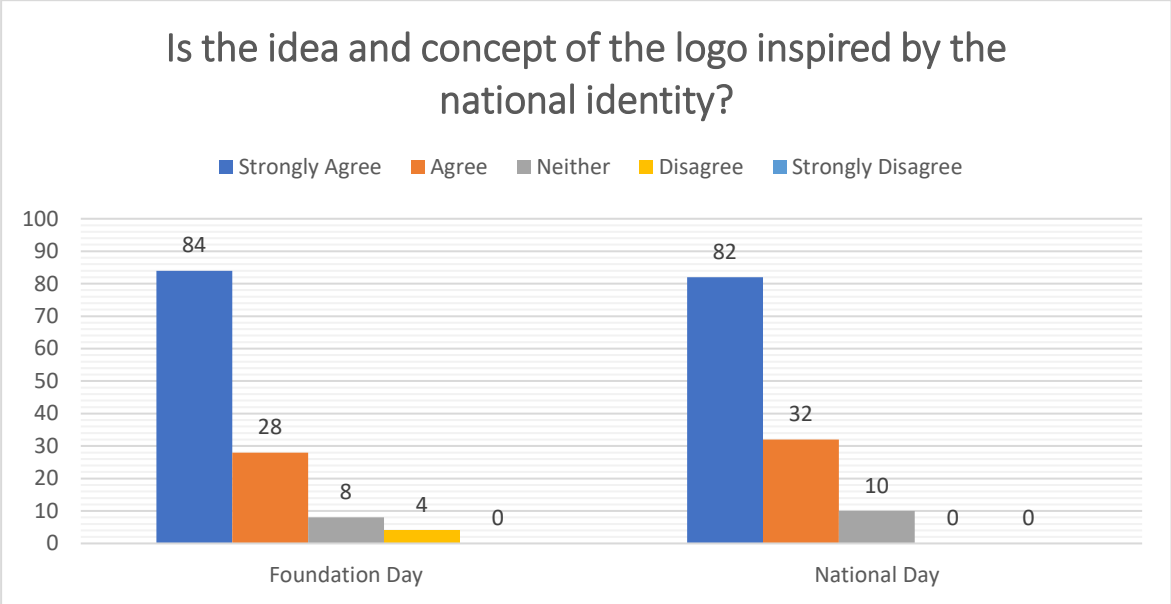
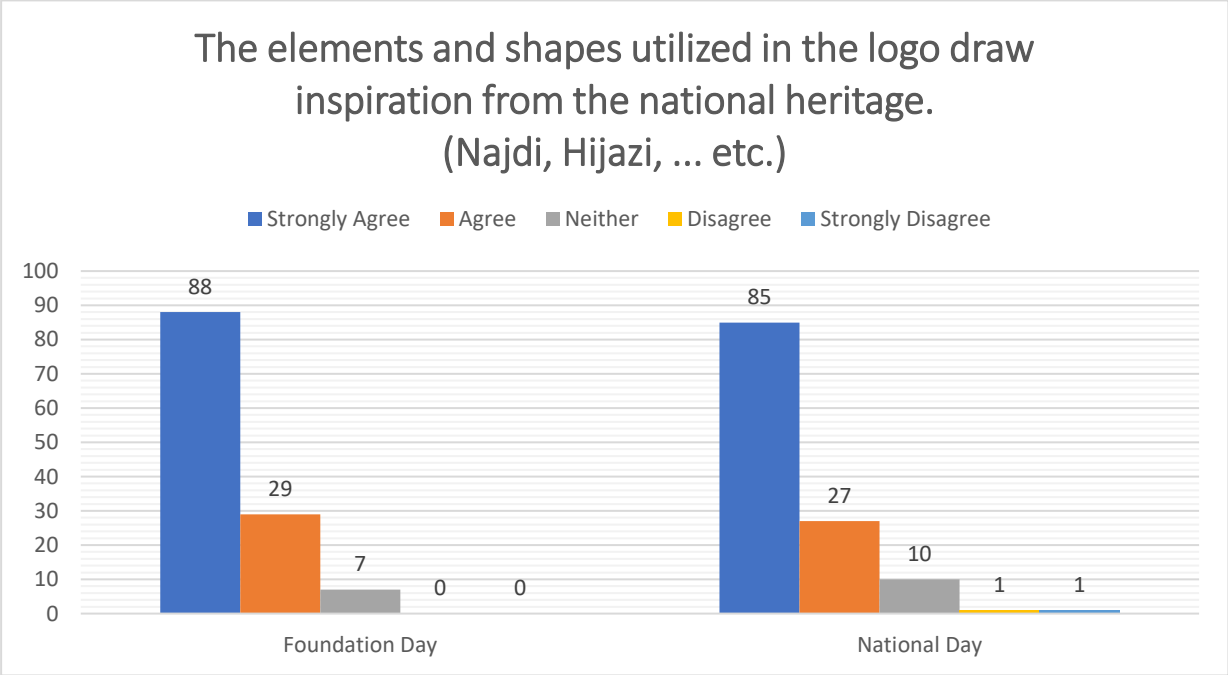


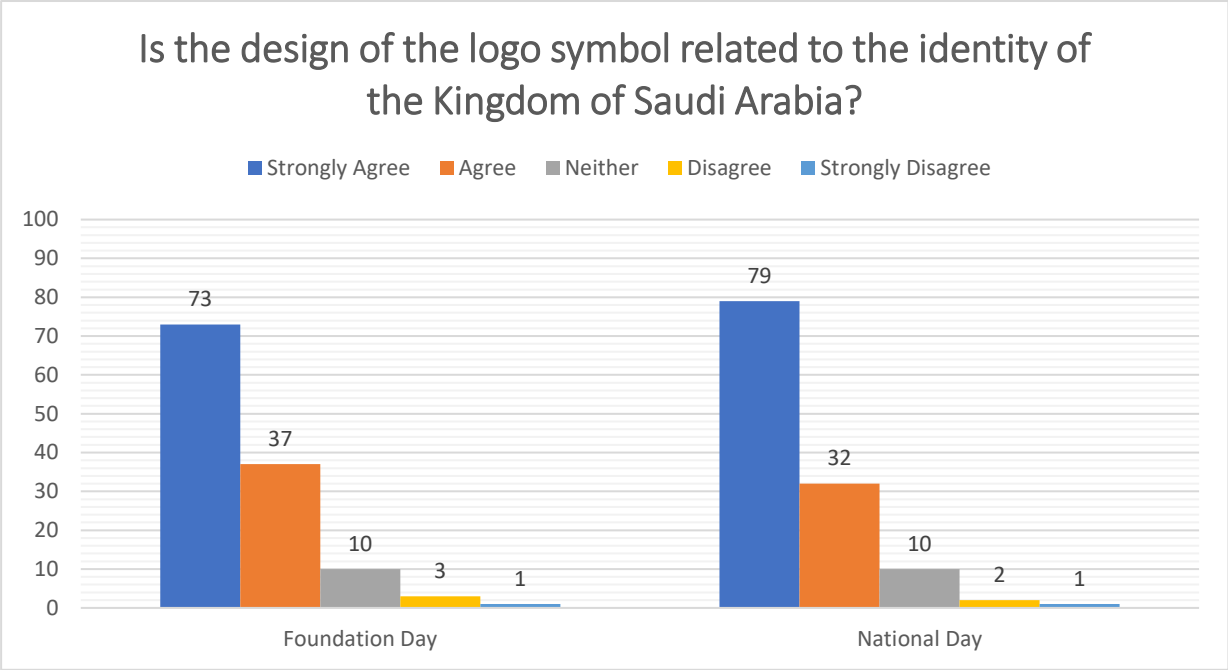
Figure No. (27) Shows the of National Day Logo Identity Applications Samples

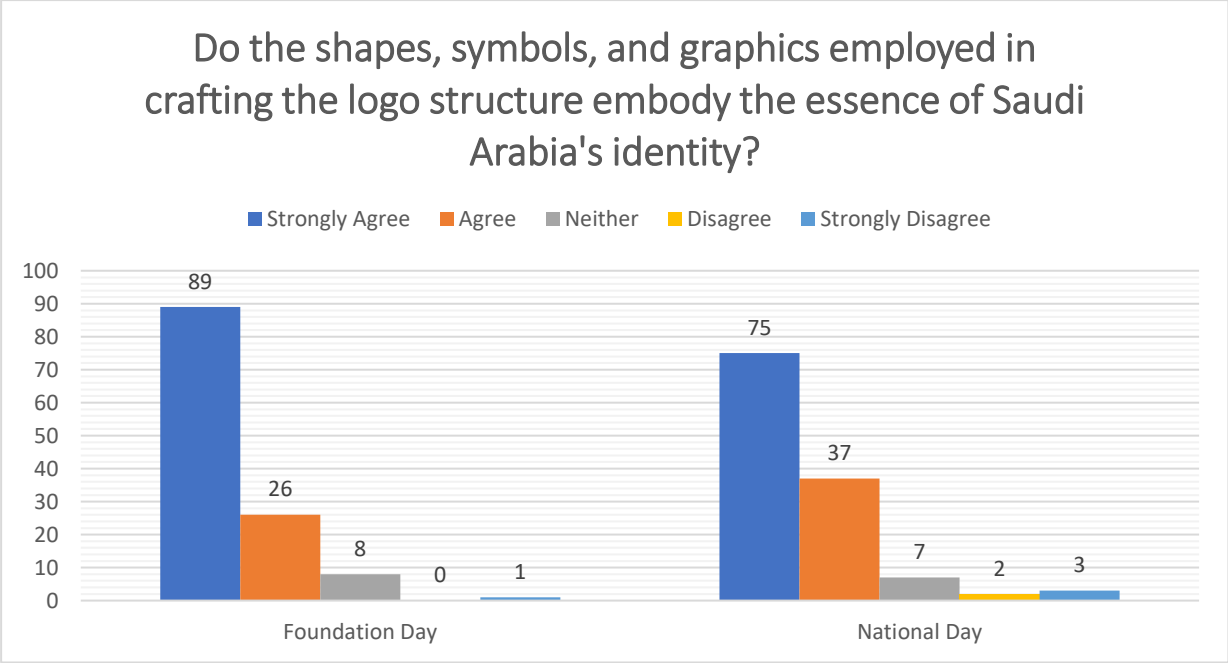
9 Analysis the Results

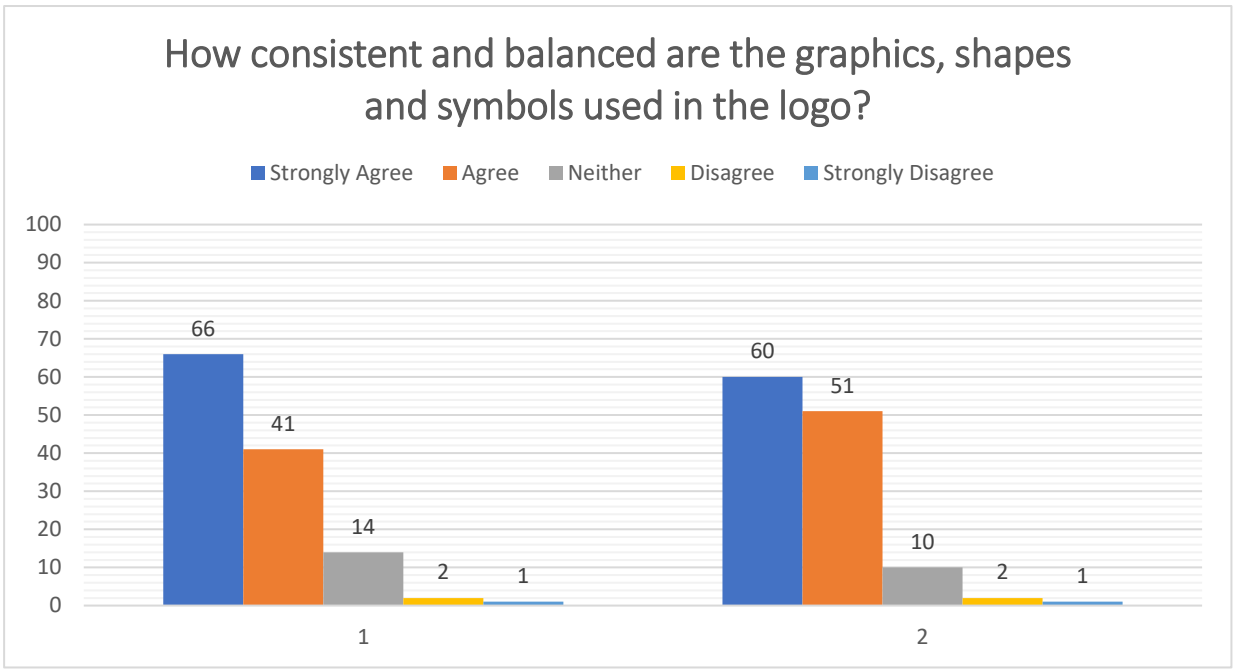
9.1 The National Day Foundation Surveys Analysis Charts

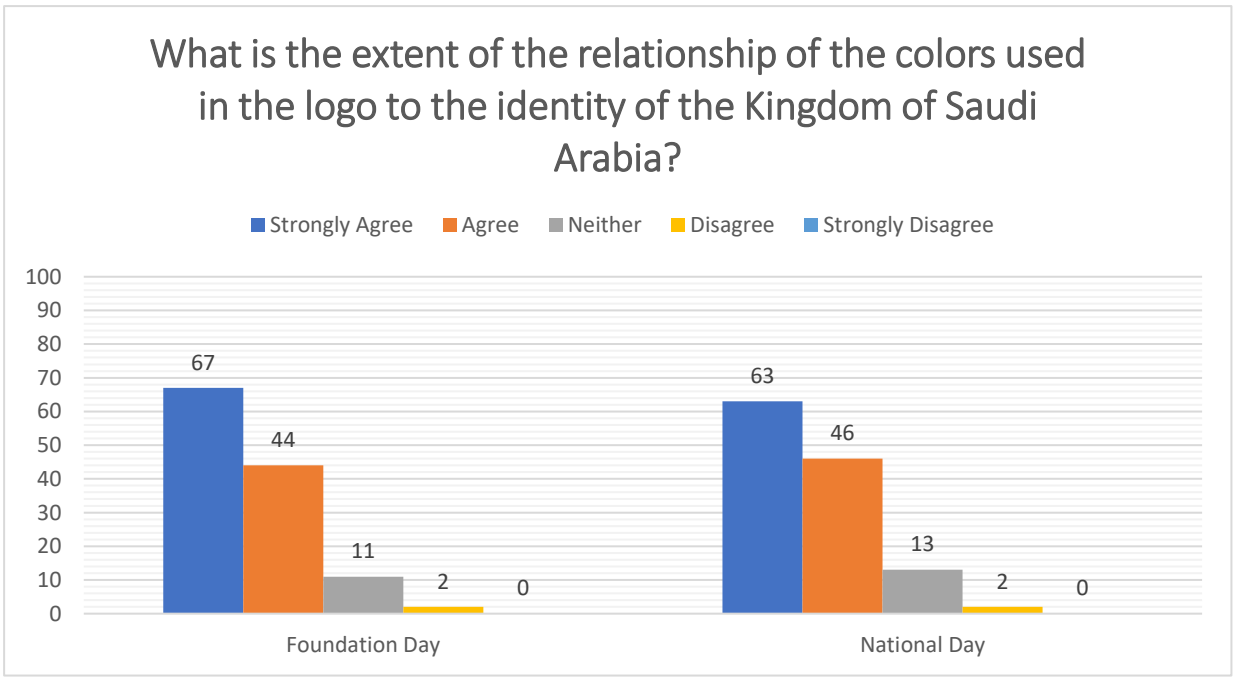


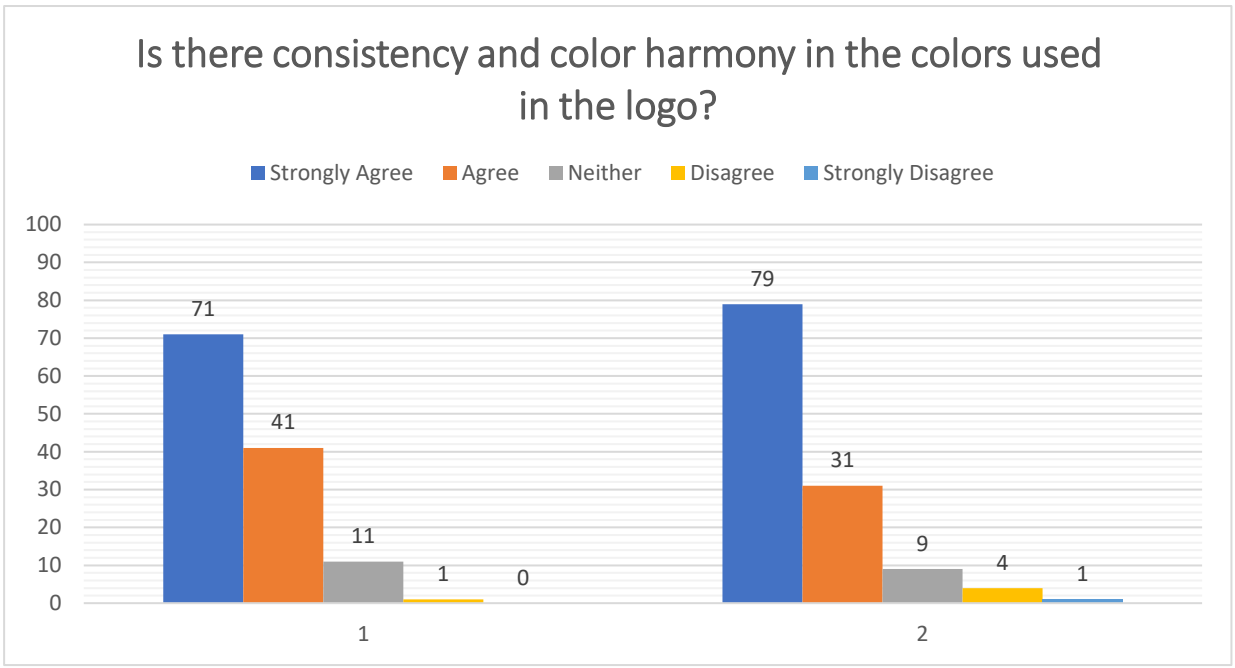


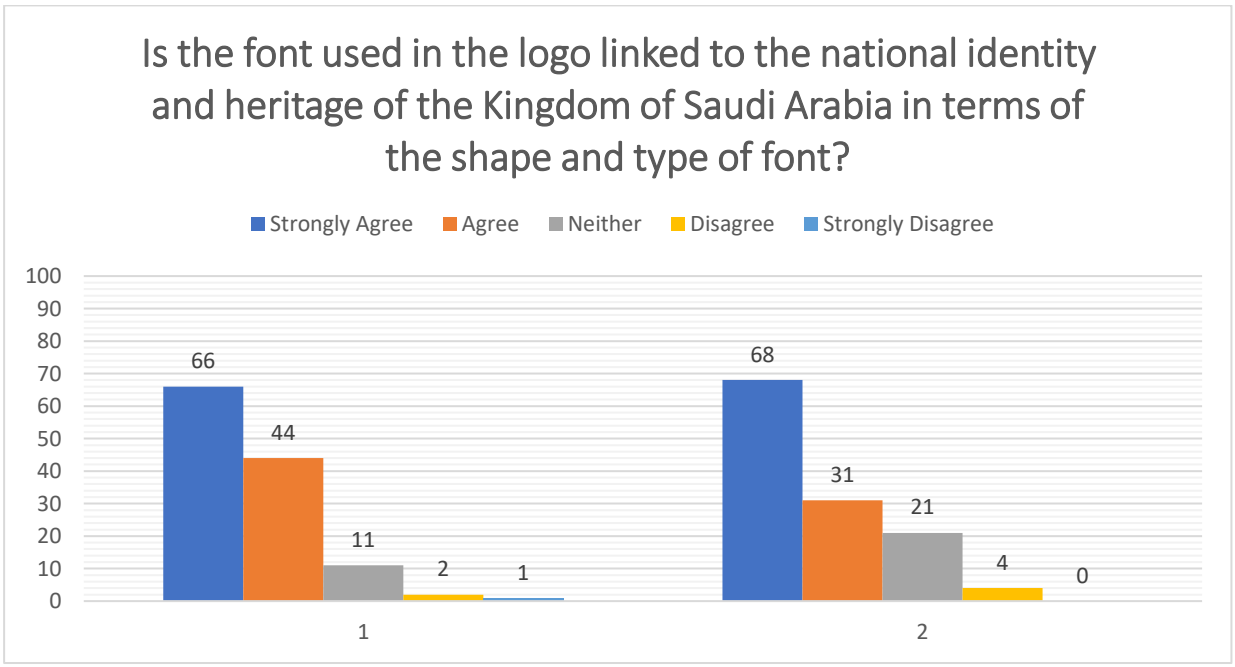

Is the design of the logo symbol related to the identity of the Kingdom of Saudi Arabia?
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
73
37
10
3
1
79
32
10
2
1
Foundation Day
National Day

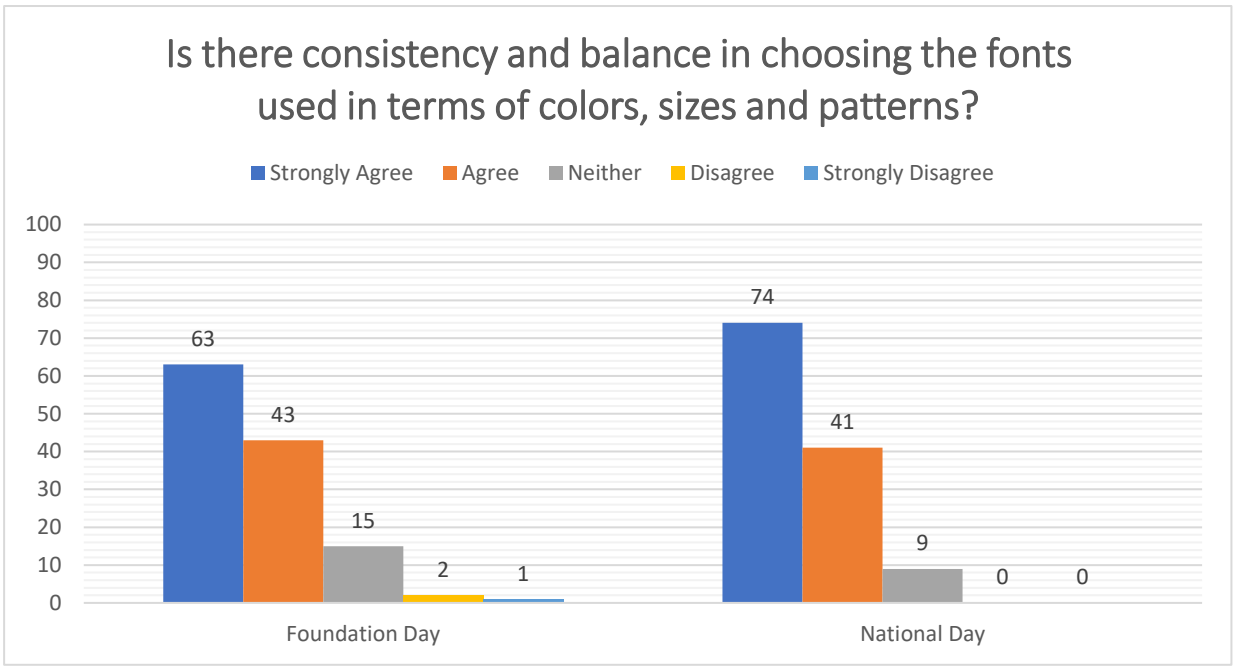

Do the shapes, symbols, and graphics employed in crafting the logo structure embody the essence of Saudi Arabia's identity?
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
89
26
8
0
1
75
37
7
2
3
Foundation Day
National Day

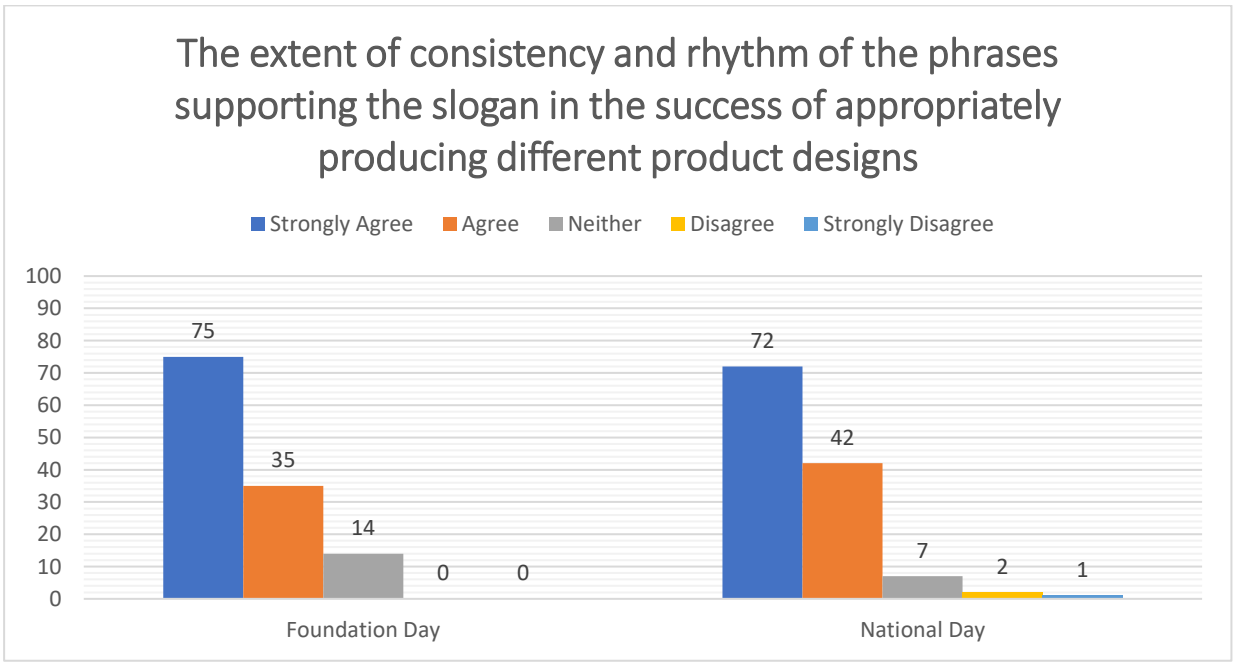

How consistent and balanced are the graphics, shapes and symbols used in the logo?
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
66
41
14
2
1
60
51
10
2
1
1
2

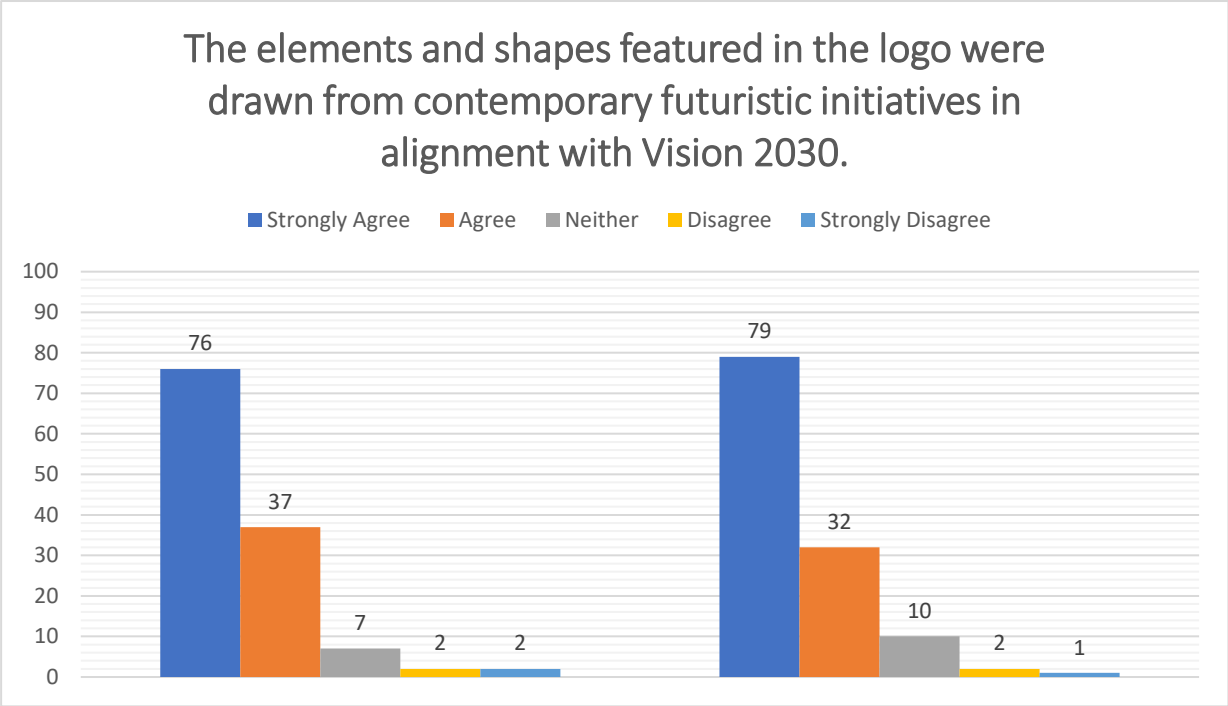

What is the extent of the relationship of the colors used in the logo to the identity of the Kingdom of Saudi Arabia?
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
67
44
11
2
0
63
46
13
2
0
Foundation Day
National Day


Is there consistency and color harmony in the colors used in the logo?
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
71
41
11
1
0
79
31
9
4
1
1
2


Is the font used in the logo linked to the national identity and heritage of the Kingdom of Saudi Arabia in terms of the shape and type of font?
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
66
44
11
2
1
68
31
21
4
0
1
2


Is there consistency and balance in choosing the fonts used in terms of colors, sizes and patterns?
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
63
43
15
2
1
74
41
9
0
0
Foundation Day
National Day


The extent of consistency and rhythm of the phrases supporting the slogan in the success of appropriately producing different product designs
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
75
35
14
0
0
72
42
7
2
1
Foundation Day
National Day


The elements and shapes featured in the logo were drawn from contemporary futuristic initiatives in alignment with Vision 2030.
Strongly Agree
Agree
Neither
Disagree
Strongly Disagree
100
90
80
70
60
50
40
30
20
10
0
76
37
7
2
2
79
32
10
2
1

9.2 Tables

9.2.1 Statical Analysis of Foundation Day

Elements	Number	Questions	Degree of verification										Mean	St. Deviation	Degree of Verification
			5		4		3		2		1				
			Reptation	Percentage	Reptation	Percentage	Reptation	Percentage	Reptation	Percentage	Reptation	Percentage			
1. Elements on the Artistic and Aesthetic Aspect	1	Are the external and internal design lines consistent with each other?	٦٦	٪٧٦	١٥	٪١٧	١	٪١	١	٪١	٤	٪٥	5.70	0.32	High
	2	Does the color correlate with the nature of the area?	٦٦	٪٧٦	١٧	٪٢٠	٣	٪٣	٠	٪٠	١	٪١	5.83	0.32	High
	3	The quoted units are simple in design	٦٤	٪٧٤	١٦	٪١٨	٥	٪٦	١	٪١	١	٪١	5.74	0.31	High
	4	The single design group is characterized by formal and color unity	٦٤	٪٧٤	١٧	٪٢٠	٤	٪٥	١	٪١	١	٪١	5.76	0.31	High
	5	The colors used in the packaging design are consistent	٦٧	٪٧٧	١٢	٪١٤	٦	٪٧	١	٪١	١	٪١	5.77	0.32	High
	6	The design's size is tailored to maintain harmonious proportions among its components, ensuring alignment with the product and its intended function.	٦٨	٪٧٨	١٤	٪١٦	٣	٪٣	١	٪١	١	٪١	5.83	0.33	High
	7	The color indicates the properties and texture of the material	٦٢	٪٧١	١٣	٪١٥	٥	٪٦	٥	٪٦	٢	٪٢	5.56	0.29	High
Average verification of elements on the artistic and aesthetic aspect													5.74	0.29	High
2. Elements in the Functional Aspect	8	Design is associated with the identity and culture of the community	٧٣	٪٨٤	١٢	٪١٤	١	٪١	٠	٪٠	١	٪١	5.96	0.36	High
	9	The exterior design of the designed shape matches the function of the product	٧١	٪٨٢	١٣	٪١٥	١	٪١	٠	٪٠	٢	٪٢	5.89	0.35	High
	10	The designs contribute to enriching the national tourism aspect in terms of culture and economy	٦٧	٪٧٧	١٣	٪١٥	٦	٪٧	٠	٪٠	١	٪١	5.80	0.32	High
	11	The aesthetic appearance of the design contributes to increasing the chances of marketing the product	٦٧	٪٧٧	١٣	٪١٥	٥	٪٦	١	٪١	١	٪١	5.79	0.32	High
	12	The design conforms to the ergonomic considerations of use	٧١	٪٨٢	١١	٪١٣	٣	٪٣	١	٪١	١	٪١	5.87	0.35	High
Average verification of elements in the functional aspect													5.86	0.31	High
3. Elements in the Design Aspect	13	The design employs the decorative and cultural elements of the Al-Ula region	٦٤	٪٧٤	١٨	٪٢١	٣	٪٣	٠	٪٠	٢	٪٢	5.76	0.31	High
	14	The design achieves the element of originality and innovation	٦٠	٪٦٩	١٥	٪١٧	٨	٪٩	٢	٪٢	٢	٪٢	5.57	0.28	High
	15	From your point of view, what is the extent to which citizens and visitors are willing to buy this package?	٦٣	٪٧٢	١٧	٪٢٠	٥	٪٦	١	٪١	١	٪١	5.73	0.30	High
	16	The use of the Rhinoceros 3D program helped to show the designs in a realistic and executable manner.	٦٢	٪٧١	١٦	٪١٨	٧	٪٨	١	٪١	١	٪١	5.69	0.30	High
	17	The use of V-Ray software helped to show the designs	٦٥	٪٧٥	١٧	٪٢٠	٥	٪٦	٠	٪٠	٠	٪٠	5.83	0.32	High

		in a realistic and executable manner												
Average verification of elements in the design aspect												**5.71**	**0.27**	**High**
Overall average to achieve use of elements												**5.77**	**0.29**	**High**

9.2.2 Statical Analysis of National Day

Elements	Number	Questions	Degree of verification										Mean	St. Deviation	Degree of Verification
			5		4		3		2		1				
			Reptation	Percentage	Reptation	Percentage	Reptation	Percentage	Reptation	Percentage	Reptation	Percentage			
1. Elements on the Artistic and Aesthetic Aspect	1	Are the external and internal design lines consistent with each other?	٦٠	٪٦٩	٢٠	٪٢٣	٦	٪٧	١	٪١	٠	٪٠	5.71	0.29	High
	2	Does the color correlate with the nature of the area?	٦٣	٪٧٢	١٤	٪١٦	٧	٪٨	٢	٪٢	١	٪١	5.67	0.30	High
	3	The quoted units are simple in design	٦٦	٪٧٦	١٢	٪١٤	٩	٪١٠	٠	٪٠	٠	٪٠	5.79	0.32	High
	4	The single design group is characterized by formal and color unity	٦٥	٪٧٥	١٢	٪١٤	٦	٪٧	٣	٪٣	١	٪١	5.69	0.31	High
	5	The colors used in the packaging design are consistent	٦١	٪٧٠	١٧	٪٢٠	٦	٪٧	٢	٪٢	١	٪١	5.66	0.29	High
	6	The design's size is tailored to maintain harmonious proportions among its components, ensuring alignment with the product and its intended function.	٦٠	٪٦٩	١٦	٪١٨	٨	٪٩	٢	٪٢	١	٪١	5.61	0.28	High
	7	The color indicates the properties and texture of the material	٥٩	٪٦٨	٢٠	٪٢٣	١	٪١	٥	٪٦	٢	٪٢	5.57	0.28	High
Average verification of elements on the artistic and aesthetic aspect													5.67	0.27	High
2. Elements in the Functional Aspect	8	Design is associated with the identity and culture of the community	٦٧	٪٧٧	١٢	٪١٤	٧	٪٨	١	٪١	٠	٪٠	5.80	0.32	High
	9	The exterior design of the designed shape matches the function of the product	٦٣	٪٧٢	١٣	٪١٥	٧	٪٨	٣	٪٣	١	٪١	5.64	0.30	High
	10	The designs contribute to enriching the national tourism aspect in terms of culture and economy	٦٣	٪٧٢	١٥	٪١٧	٨	٪٩	٠	٪٠	١	٪١	5.71	0.30	High
	11	The aesthetic appearance of the design contributes to increasing the chances of marketing the product	٦٤	٪٧٤	١٦	٪١٨	٣	٪٣	٢	٪٢	٢	٪٢	5.70	0.31	High
	12	The design conforms to the ergonomic considerations of use	٦٦	٪٧٦	١٢	٪١٤	٥	٪٦	٢	٪٢	٢	٪٢	5.70	0.32	High
Average verification of elements in the functional aspect													5.71	0.28	High
3. Elements in the Design Aspect	13	The design employs the decorative and cultural elements of the Al-Ula region	٦١	٪٧٠	١٦	٪١٨	٦	٪٧	٢	٪٢	٢	٪٢	5.61	0.29	High
	14	The design achieves the element of originality and innovation	٦٢	٪٧١	١٥	٪١٧	٦	٪٧	٢	٪٢	١	٪١	5.61	0.29	High
	15	From your point of view, what is the extent to which citizens and visitors are willing to buy this package?	٥٩	٪٦٨	٢٠	٪٢٣	٥	٪٦	٢	٪٢	١	٪١	5.64	0.28	High
	16	The use of the Rhinoceros 3D program helped to show the designs in a realistic and executable manner.	٦٢	٪٧١	١٣	٪١٥	٨	٪٩	٢	٪٢	٢	٪٢	5.60	0.29	High
	17	The use of V-Ray software helped to show the designs in	٦٥	٪٧٥	١٢	٪١٤	٩	٪١٠	١	٪١	٠	٪٠	5.74	0.31	High

		a realistic and executable manner												
Average verification of elements in the Design aspect												**5.64**	**0.27**	**High**
Overall average to achieve use of elements												**5.68**	**0.27**	**High**

9.2.3 Statical Analysis of Foundation Day and National Day

Elements	Number	Questions	Degree of verification to hire Saudi Heritage elements				Degree of Verification
			National Day		Foundation Day		
			Mean	St. Deviation	Mean	St. Deviation	
1. Elements on the Artistic and Aesthetic Aspect	1	Are the external and internal design lines consistent with each other?	5.71	0.29	5.70	0.32	High
	2	Does the color correlate with the nature of the area?	5.67	0.30	5.83	0.32	High
	3	The quoted units are simple in design	5.79	0.32	5.74	0.31	High
	4	The single design group is characterized by formal and color unity	5.69	0.31	5.76	0.31	High
	5	The colors used in the packaging design are consistent	5.66	0.29	5.77	0.32	High
	6	The design's size is tailored to maintain harmonious proportions among its components, ensuring alignment with the product and its intended function.	5.61	0.28	5.83	0.33	High
	7	The color indicates the properties and texture of the material	5.57	0.28	5.56	0.29	High
Average verification of elements on the artistic and aesthetic aspect			5.67	0.27	5.74	0.29	High
2. Elements in the Functional Aspect	8	Design is associated with the identity and culture of the community	5.80	0.32	5.96	0.36	High
	9	The exterior design of the designed shape matches the function of the product	5.64	0.30	5.89	0.35	High
	10	The designs contribute to enriching the national tourism aspect in terms of culture and economy	5.71	0.30	5.80	0.32	High
	11	The aesthetic appearance of the design contributes to increasing the chances of marketing the product	5.70	0.31	5.79	0.32	High
	12	The design conforms to the ergonomic considerations of use	5.70	0.32	5.87	0.35	High
Average verification of elements in the functional aspect			5.71	0.28	5.86	0.31	High
3. Elements in the Design Aspect	13	The design employs the decorative and cultural elements of the Al-Ula region	5.61	0.29	5.76	0.31	High
	14	The design achieves the element of originality and innovation	5.61	0.29	5.57	0.28	High
	15	From your point of view, what is the extent to which citizens and visitors are willing to buy this package?	5.64	0.28	5.73	0.30	High
	16	The use of the Rhinoceros 3D program helped to show the designs in a realistic and executable manner.	5.60	0.29	5.69	0.30	High
	17	The use of V-Ray software helped to show the designs in a realistic and executable manner	5.74	0.31	5.83	0.32	High
Average verification of elements in the Design aspect			5.64	0.27	5.71	0.27	High
Overall average to achieve use of elements			5.68	0.27	5.77	0.29	High

9.3 The Results

The results in table (3) indicate that the overall average of views on achieving the three-axis elements artistic, aesthetic, functional and design axis in the identity of Foundation Day and the identity of National Day, considerably, the average calculation of opinions on the arbitration instrument for the identity of the National Day was (5.68) and standard deviation (0.27) and the calculated average identity of Foundation Day (5.77) standard deviation (0.29) That means, the designs of the identity of the National Day and the identity of the Foundation Day Achievement of three axis elements in artistic, aesthetic, functional and design aspects greatly

In the three aspects, the responses were largely achieved. The functional aspect of National Day identity took place at average arithmetic (5.71) and standard deviation (0.28) The calculated average identity of Foundation Day (5.86) standard deviation (0.31) to a large degree of verification and followed by artistic aspect of the National Day's identity an average arithmetic (5. 64) and standard deviation (0. 27) the calculated average identity of Foundation Day (5.71) standard deviation (0.29) Finally, the design aspect of the National Day's identity with an average arithmetic (5.68) standard deviation (0.27) and the calculated average identity of Foundation Day (5.77) standard deviation (0.29) to a considerable extent.

10 RECOMMENDATIONS

1. Raising awareness of the importance of identity design and product development to support the tourism and hospitality sector of the Kingdom of Arabia.
2. Developing research's practical outputs into creative products.

11 REFERENCER:

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