

**Abstract**

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## **Logo as Visual Symbol of Country Identity**

Developing coherent and comprehensive country brands is of vital importance for places in contemporary global world, as branding can contribute to the success achieved in the development of the region itself. There seems to be a recognizable gap in the literature regarding the application of visual signs used in place marketing that should present a country. The research identifies logos of the European Union countries. The main purpose of this exploration is to analyze the visual identities of countries through logos. The second objective is to recognize the relationships between visual identity and identity of a country itself.

The authors try to find answers for the following research questions:

1. Are logos present genius loci of the countries or are rather metaphors of the imagined space?
2. In what way a logo communicates the country identity?

The authors understand 'identity' in terms expressed by Charles Tylor who assumes that collective identity exists as long as members of a given social group refer to the identity in process of self-determination. In times of modernity, identity is expected to distinguish one group from others.

Content analysis was used to obtain visual identity of the countries. The authors collected logos and analyzed them using the Per Mollerup's taxonomy. The results of the study illustrate how governmental institutions, which are responsible for promotion of the countries, portray them in social media focused the most on marketing purposes.