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IMAGEM INSTITUCIONAL DAS CIDADES

O Emblema das Cidades como Suporte Comunicacional da Identidade Municipal.
O Caso da Emblemática da Cidade de Lisboa.

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ABSTRACT

The city is a complex system that reveals itself in countless ways. The **municipal emblems**, condensing the characteristics of its singularity in visual symbols, are one of the **vehicles for the transmission of identity**, thus becoming an important reference of its image.

The **heraldic symbolism of local government** must be constructed into an ordered and structured system of identification obeying precise laws and ordinances. The study of the evolution of local government heraldic permits to infer that this symbolic universe of identification was often undisciplined and adulterated. **Lisbon's institutional image**, the a case in point, is a consistent example of reformulating and deviation that - displaying a confusing image - does not permit decodification by the citizen.

In a world characterised by huge visual competition, and taking in consideration that the stability and continuity of their images produces a "security" character, it is fundamental for cities to homogenise and lend visual efficiency to their symbols.

On the different supports it can be applied to, the institutional image of the city must be read and understood as unified. To find an image such capable of transmitting a visual identity is the scope of study for the planified method of visual representation known as **Co-ordinated corporate image**.

This study formulates the three fundamental criteria that should be the basis for a reformulation of the co-ordinated image of the municipality: a **functional** criterion, a **historical** criterion and a **technical** criterion.

Furthermore, municipal images are communicational and educational media, in as much as focusing on the visual expression elements of history, geography, monuments, economic activities, while being a lever for the development of young person's identity, of social responsibility, civic education and citizenship - responding to a new conception of education that points to the person's overall education.

By providing more comprehensive and enticing learning, **multimedia technology** (like the **CD-ROM**) having as content municipal images may play a pivotal role in disseminating these pedagogical objectives, assisting the developpement to learning cities.