



A Haza Szolgálatában 2019

Felszólalás azonosítója: 68

Típus: **nincs meghatározva**

## **VISUAL IDENTITY PERSPECTIVES OF HUNGARIAN BIG & MEDIUM CITIES IN 2019**

This lecture presents the aspects of city branding interpreted in relation to settlement marketing through the characteristics medium-sized and big-sized Hungarian cities of nowadays. Concept theories, visual identities, the description of the characteristics of the Hungarian urban network and the exploration of causal relationships are also under scrutiny. This presentation highlights legal and practical environment from the research results.

**Elsődleges szerző:** WENINGER, Sándor

**Előadó:** WENINGER, Sándor