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IDENTIFYING TRENDS IN LOGO DESIGN CHANGES FOR E-COMMERCE WEBSITES BASED ON A STUDY OF THE EVOLUTION OF THE AMAZON MARKETPLACE LOGO

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Abstract. The paper provides a brief overview of literature sources on relevant topics. It is determined that the logo is the basis of the brand's visual identification system and undergoes periodic changes. Image support technologies, techniques, and tools cyclically generate formats to which visual communication adapts. Restyling the logos of e-commerce websites has evolved by expanding or reducing the resources used to update them graphically. Based on the analysis of changes in the logo design of the Amazon Marketplace, which is the world's leading e-commerce brands, a list of the main trends in the development of brand logo design at the present stage is determined.

Keywords: restyling, redesign, evolution, visual identity system, logo, brand.

Features of logo design and redesign are considered in the works of Ukrainian and foreign authors, such as: L. Bezsonova [Bezsonova, 2011], H. Briukhanova [Briukhanova & Liezhnev, 2019], O. Vasyliiev [Vasyliiev, 2024], M. Karataieva [Karataieva, 2011], S. Ohanesian [Ohanesian, 2023], D. Airey [Airey, 2009] and others. It is determined that since the appearance of the first online stores, their logos have always been present on websites and performed two main functions:

identification and creation of a visual system of e-commerce brand awareness. The design of e-commerce website pages and their logos have always been interconnected. The conceptual, artistic and functional characteristics of logos changed periodically, which was due to the needs of the time. The logo was the most prominent element on the pages of the first online stores, and its design was and remains an important part of the visual identification system of the e-commerce brand and one of the main components of its popularity, acting as a graphic expression of its essence. By analyzing the history of logo design of well-known brands, you can identify changes in aesthetic preferences and trace the main development trends for the future. in accordance with rapidly changing market conditions. Technologies, techniques, and means of transmitting and visualizing information have created formats to which the visual identification system must adapt. The redesign of logos evolved by expanding or shortening the elements that were used to update them graphically. A revolutionary logo redesign is used to significantly change the strategy of an e-commerce brand or to update and improve its image. The evolutionary redesign involves small changes in the logo design, and is used by market leaders to inform about changes in brand strategy and expand the customer base.

The first logos of e-commerce websites were characterized by large sizes, artistic and graphic presentation and detail, the presence of the word "com", which indicated the activity of the business on the internet, and slogans or other explanations regarding the scope of their activities. In the future, trends towards reducing the size and simplifying the design of logos, conventions and stylization of graphic and font elements, avoiding unnecessary details and using a domain name have increased. as an example, we can cite the evolution of the Amazon logo design, which has undergone several iterations over the years of the company's existence (Fig. 1).

The company's initial branding attempts were not as sophisticated as the modern logo and reflected the web design capabilities of the time. The original prototype was an image of a giant "A" with a winding river cutting through its silhouette, and was superimposed on a water background (Fig. 1, a). Below were the

domain name and slogan that indicated the direction of the online store's activity.



Fig. 1. Evolution of the Amazon website logo [web.archive.org, Amazon]

There were several variations on this theme, which differed in color and font solutions (Fig. 1, b). At this time, the company experimented with color schemes, uppercase and lowercase letters. By 1998, Amazon was growing rapidly, expanding its product range, and offering many cutting-edge features that revolutionized the e-commerce industry. At this time, the Amazon website changed its design and began a series of drastic changes to its logo. The company experimented with the visual appearance of the logo, its location and size.

The original version of the logo of this period included lowercase letters with serifs (Fig. 1, e) in combination with the image of a book and a globe. The logo was large in size and occupied the entire top of the page of the website. Due to the increase in the number of product categories, there have been changes in the logo design. It was now a text logo that included uppercase sans-serif letters and a large yellow letter "O" (Fig. 1, f). At the end of 1998, a new version of the logo appeared,

which was similar to the modern one.

At the end of 1998, a new version of the logo appeared, which was similar to the modern one. It was a combined logo that included lowercase sans-serif fonts and a Convex Yellow Line located under the text element (Fig. 1, g). This design persisted until 2000, when Jeff Bezo (Turner Duckworth creative agency) introduced the logo that the company used until 2012.

Thanks to the fact that the arrow in the logo stretched from the letter "A" to the letter "Z", which is the first and last letters of the English Alphabet, Amazon conveyed to users that the company can meet any of their needs. The arrow of the logo had an organic rounded shape, and its right side curved the lower part of the letter "Z" up, hinting at a smile, symbolizing the reliability and friendly user experience for which the company became famous. Arrow images also sent messages about progress and speed. This design element was emphasized by the specially designed Officina Sans Bold font. The logo used a bold version of the font.

Until 2006, the website logo changed its size and position, being located in the middle, or moving to the upper-left corner of the Web page. Since 2006, the Amazon logo has acquired its usual size and location. The last update to the Amazon logo was made in 2012 by logo (Fig. 1, h) designer Turner Duckworth, and concerned the rejection of the domain zone in the text part of the logo. Since then, the logo is placed on a dark blue background and reproduced in white letters (Fig. 1, i).

Conclusions. Based on the analysis of changes in the logo of the Amazon Marketplace, which is the world's leader in online trading, it was revealed that its design was constantly changing in accordance with changes and refinement of concepts and areas of activity, the number of product categories, fashion trends, web design opportunities, changes in communication tools, etc. Based on the conducted research, the following trends in the design of logos of e-commerce brands are identified: minimalism of compositional and graphic solutions, rejection of the domain zone, reduction of sizes, replacement of uppercase letters with lowercase letters, rejection of the graphic element in combined logos and their transformation into text logos, transition to sans-serif fonts, increasing the width and roundness of

letters.

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