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CONTENT

Section: Accounting and Taxation

Гайдучок Т., Кравчук С., Космін О.

ФОРМУВАННЯ СИСТЕМИ ОБЛІКУ Й АУДИТУ ОСНОВНИХ
ЗАСОБІВ НА ПІДПРИЄМСТВАХ..... 18

Шот А., Синєгубова О.

ПРАКТИЧНЕ ЗНАЧЕННЯ ПЕРЕХОДУ НА МСФЗ В УКРАЇНІ..... 22

Section: Agricultural Sciences

Гордієнко В.В., Бутенко А.О., Косенко Д.С., Романов В.Б.

ВПЛИВ СИСТЕМ СТАЛОГО ЗЕМЛЕРОБСТВА НА
АГРОФІЗИЧНИЙ СТАН ЧОРНОЗЕМУ ТИПОВОГО ПРИ
ВИРОЩУВАННІ КУКУРУДЗИ..... 27

Section: Architecture and Construction

Pestunova M., Vashchenko T.

ЦИФРОВА РЕВОЛЮЦІЯ В БУДІВНИЦТВІ..... 32

Котова А.Є., Смолянець В.В., Маковецька О.О.

БУДІВЛІ З 3D-ПРИНТЕРІВ: ЕКОЛОГІЧНИЙ ПРОРИВ ЧИ
ЧЕРГОВА ТЕХНОЛОГІЧНА ІЛЮЗІЯ?..... 36

Тарарадай О.М., Дяченко С.В., Салашний А.Д.

ЕКОЛОГІЧНА ТА ЕКОНОМІЧНА ОЦІНКА ЗАМІЩЕННЯ
ТРАДИЦІЙНОГО ВИКОПНОГО ПАЛИВА СОЛОМ'ЯНИМ
БІОПАЛИВОМ У КОТЕЛЬНІ..... 41

Section: Art History and Literature

Самая Т.

РИТМОЛОГІЯ ЯК МІЖДИСЦИПЛІНАРНА ОСНОВА СУЧАСНОЇ
МУЗИКОЗНАВЧОЇ ТА ВИКОНАВСЬКОЇ ПРАКТИКИ..... 45

Брежинська В., Шевцова І.

ДИХАННЯ В СИСТЕМІ КЛАСИЧНОГО ТАНЦЮ: ФІЗІОЛОГІЧНІ
ТА МЕТОДИЧНІ АСПЕКТИ ОПТИМІЗАЦІЇ ПЛАСТИЧНОГО РУХУ 47

Vasyliev O., Sverhun M.CORPORATE IDENTITY OF CHARITABLE ORGANIZATIONS FOR
ASSISTING HOMELESS ANIMALS..... 51**Vasyliev O., Tyurmenko K.**DESIGN OF UKRAINIAN EMBROIDERY CATALOGUES:
TRADITIONS, MODERN APPROACHES AND VISUAL
COMMUNICATION STRATEGIES..... 54**Фриз П., Ковбаснюк І.**НАРОДНО-СЦЕНІЧНИЙ ТАНЕЦЬ ЯК ЗАСІБ ЗАСВОЄННЯ
СОЦІОКУЛЬТУРНОГО ДОСВІДУ..... 57**Фриз П., Грабовський І.**ПАВЛО ВІРСЬКИЙ У КОНТЕКСТІ
КУЛЬТУРНО-МИСТЕЦЬКИХ ПРОЦЕСІВ ХХ СТОЛІТТЯ..... 60**Фриз П., Врублляк В.**РОЗВИТОК ТВОРЧОЇ ІНДИВІДУАЛЬНОСТІ ОСОБИСТОСТІ У
ПРОЦЕСІ НАВЧАННЯ СУЧАСНОГО ТАНЦЮ..... 63**Section: Biology and Microbiology****Чоп Я., Григорова Н.**ОСОБЛИВОСТІ ФІЗІОЛОГО-БІОХІМІЧНИХ ПОКАЗНИКІВ КРОВІ У
ЧОЛОВІКІВ СЕРЕДНЬОГО ВІКУ З РІЗНИМИ ВИДАМИ ПОДАГРИ... 67**Сичов О.**ДИФЕРЕНЦІАЦІЯ ВПЛИВУ ДОВКІЛЛЯ НА СТАН ЗДОРОВ'Я
МЕШКАНЦІВ МІСЬКОЇ ТА СІЛЬСЬКОЇ МІСЦЕВОСТІ..... 70**Фасоля О., Рибій Д.**ОРГАНІЗАЦІЯ ПРОЕКТНОЇ ДІЯЛЬНОСТІ ЗДОБУВАЧІВ ОСВІТИ
СТАРШОЇ ШКОЛИ В ПРОЦЕСІ ВИВЧЕННЯ БІОЛОГІЇ..... 73**Левтун І., Яриш К.**ОПТИМІЗАЦІЯ БІОТЕХНОЛОГІЇ ОТРИМАННЯ НАТИВНОГО
АНТИГЕНУ TOXOCARA CANIS ДЛЯ ІМУНОДІАГНОСТИКИ..... 76**Section: Chemistry****Harlamov I.V., Steriopolov A.E., Makovetska O.O., Kolesnikov A.V.**

USE OF NOBLE GASES IN CHEMISTRY..... 79

CORPORATE IDENTITY OF CHARITABLE ORGANIZATIONS FOR ASSISTING HOMELESS ANIMALS

Vasyliev Oleksandr

Ph.D.

<https://orcid.org/0000-0003-1255-3756>

Sverhun Mykola

Master's Student

<https://orcid.org/0009-0000-0263-3272>

Department of Graphic Design

Kyiv National University of Technologies and Design, Ukraine

Abstract. The work is dedicated to researching the design features of the corporate identity of charitable organizations involved in helping homeless animals. The relevance of the topic is substantiated in the context of the Russo-Ukrainian war, when a significant number of animals have been left without care. The theoretical foundations of forming the visual identity of charitable brands are analyzed. The key elements of the corporate identity of animal protection organizations are identified: logo, color palette, typography, and visual style. It is established that the effectiveness of the identity is ensured by a combination of friendly animal metaphors, a natural color scheme, and minimalist design solutions. Recommendations regarding the design of the main elements of corporate identity for shelters and animal aid charitable foundations have been developed.

Keywords: corporate identity, charity branding, visual identity, logo, animal protection organizations, graphic design.

Introduction. Today in Ukraine, the number of charitable foundations and public organizations helping animals through shelters, evacuation, treatment, sterilization, and educational programs has significantly increased. This is due to the full-scale Russo-Ukrainian war, which led to a significant increase in the number of homeless animals that have lost their owners. In modern Ukrainian society, charitable organizations in the field of animal protection occupy an important place in the ecological and social space. Their effectiveness depends not only on financial and human resources but also on the ability to form a positive image, which contributes to the growth of public trust and the attraction of donations [1]. The visual identity of charitable organizations should not only attract attention but also evoke trust, empathy, and a desire to join good deeds. That is why the design of the logo and corporate identity for animal aid foundations requires a special approach [2]. An important component of this process is the creation of naming, logo, and corporate identity that represent the mission, values, and specifics of the organization's activities.

The purpose and objectives of the research. The purpose of the work is to determine the design features and typical solutions of the main elements of the

corporate identity of shelters and charitable foundations dealing with helping homeless animals.

Research results and discussion.

The works of many Ukrainian and foreign authors are dedicated to the research of the features of corporate identity and logos. In the work of A. Wheeler, corporate identity is defined as a systematic visual language through which an organization communicates with its audience [1]. M. Kim and J. Lim analytically proved that the visual identification system helps an enterprise form its unique corporate identity, transforming corporate ideas, culture, and principles into specific visual signals [3]. The works of scientists substantiate the importance of the logo as the main element of corporate identity, which is the vector of identity and occupies a leading place in the company's communication strategy [2]. S. Bresciani and P. Del Ponte identified client preferences regarding the type of brand logo and determined that combined-type logos are more attractive to consumers compared to logos consisting of only one element [4].

Main Body. Corporate identity of charitable organizations is an effective visual language through which the organization communicates with the public, donors, volunteers, and mass media. For a charitable organization, it performs several key functions. First, a stylish, professional visual identity creates the impression of a stable and reliable organization, building trust. Second, thanks to the use of consistency in color and typographic solutions, differentiation, memorability, and increased recognition in the sphere of social initiatives are ensured. And finally, a skillfully selected style strengthens the emotional connection that motivates people to help. The key elements of corporate identity for animal charity foundations and shelters are the logo, color palette, fonts, and the visual style of photos, illustrations, and icons.

The main element of identification graphics is the logo. Its primary function is the creation of a visual stereotype that instantly identifies a specific organization and the direction of its activity. In the field of animal protection, combined-type logos are predominantly used, which often have a simple form that is easily scalable and include images of animal silhouettes, paws, hearts, small houses, etc. And colors convey the emotions of the brand. For animal aid foundations, warm colors (orange, yellow, pink, brown) are often used, which evoke feelings of care, friendliness, and coziness, as well as green and blue tones, which are associated with nature, trust, and calmness. Neutral shades are also used to create balance and emphasize the seriousness of the activity.

The font can be called the voice of the brand. Mostly, soft, rounded sans-serif fonts are used, which are perceived as friendly and have a modern look. Fonts used in this sphere of activity must be maximally readable in small sizes and on mobile screens. Decorativeness is not characteristic of them. The question of emotional coloring in visual communications is key for forming behavioral reactions. Empirical studies prove that images of sadness or suffering evoke a strong empathetic reaction, increasing the willingness to make donations. At the same time, modern works indicate that positive images can be even more effective provided they are combined with a clear message about the problem and its solution [5]. For animal protection

organizations, the balance between friendly visuals and a serious content message is optimal.

The corporate identity of a charitable organization in the field of animal protection includes a system of visual elements that is embodied in specific carriers. For foundations helping homeless animals, these carriers have not only an informative but also an emotional function: they attract, inspire, and build trust. The main carriers of corporate identity are: social networks and digital channels; the organization's website; printed products (flyers, brochures, leaflets); clothing and paraphernalia for volunteers; gift and souvenir products; documents and reporting; visual design of events and activities. Modern logos in this sphere are well-readable in various formats – from a website favicon and social network avatar to the signage of a shelter and charitable foundation. The adaptability of the logo to various formats (printed materials, merch, social networks, websites, mobile apps, etc.) is one of the key requirements of modern branding and determines its type and design. An ideal logo in the sphere of charity combines simplicity, symbolism, and uniqueness.

Conclusion. Based on the results of the conducted research, the main elements of the corporate identity of shelters and charitable foundations involved in helping homeless animals have been defined and characterized, and the features of their design and typical solutions have been singled out and described. It has been established that combined-type logos are predominantly used for brands of animal protection organizations, which often have a simple form that is easily scalable and include images of animal silhouettes, paws, hearts, small houses, etc. These symbols are a powerful means of visual communication and representation of the organization's mission.

It has been determined that the effectiveness of the corporate identity and identity of shelters and charitable foundations is ensured by a combination of friendly visual animal metaphors, a natural color scheme, minimalist design solutions, simple typography, and rounded sans-serif fonts. The corporate identity of a charitable foundation and animal shelter must be universal for use in offline and online communications. The obtained results can be used for the development and redesign of the identity of charitable organizations in the field of animal protection.

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DESIGN OF UKRAINIAN EMBROIDERY CATALOGUES: TRADITIONS, MODERN APPROACHES AND VISUAL COMMUNICATION STRATEGIES

Vasylyev Oleksandr

Ph.D. in Design

<https://orcid.org/0000-0003-1255-3756>

Tyurmenko Kateryna

Master's Student

<https://orcid.org/0009-0005-8985-3396>

Department of Graphic Design

Kyiv National University of Technologies and Design, Ukraine

Abstract. The work is devoted to the study of the design features of Ukrainian embroidery catalogs. The features of their design as a means of preserving and popularizing folk heritage are considered. The historical prerequisites for the formation of catalogs, modern trends in graphic design and the role of digital technologies in the presentation of ornamental systems are analyzed. The principles of building the catalog structure, typical compositional and graphic solutions, requirements for visual identity and ways of integrating ethnographic content in modern design practices are outlined.

Keywords: embroidery catalog, graphic design, embroidery elements, visual identity, regional features.

Introduction. Ukrainian embroidery is one of the most powerful symbols of national identity, which encodes the cultural memory, local traditions and worldviews of Ukrainians. Systematization, study and representation of embroidery traditions is carried out, in particular, through the creation of catalogs - both printed and digital. Catalogs, albums and scientific publications dedicated to embroidery perform not only the function of documentation and popularization, but also become objects of design, where the design, selection of materials and presentation are important for the perception of the cultural code. The design of such catalogs performs not only an aesthetic, but also a communicative and scientific-informational function, since the accuracy of the transfer of ornamental systems, the clarity of the structure and the accessibility of information for different audiences depend on it.