ART

UDC 7.012

BRAND VISUAL IDENTITY AS A MEANS OF BUILDING A RECOGNISABLE BRAND IMAGE

Slyshchenko Veronika Vadymivna,
Mushchynska Viktoriia Andriivna
Students, Kyiv National University of Technologies and Design
Kyiv, Ukraine
Liubymova Nataliia Volodymyrivna
Senior Lecturer, Department of Philology and Translation
Kyiv National University of Technologies and Design
Kyiv, Ukraine

Abstract: The article examines visual identity as a means of building a recognisable brand image. Drawing on selected publications on branding and graphic design, it distinguishes visual identity from the broader concepts of brand identity and brand image. Particular attention is paid to the relationship between brand strategy, visual elements and their consistent application across communication channels. The article argues that distinctiveness, coherence and adaptability provide a conceptual foundation for visual identity development.

Keywords: Visual identity, brand identity, brand image, graphic design, brand recognition, visual communication.

Introduction. Brands communicate with their audiences through packaging, websites, advertising, social media and other points of contact. These encounters require a visual system that helps people identify the brand and connect individual messages with a common source. Wheeler and Meyerson describe brand identity as a tangible expression that supports recognition and differentiation by bringing separate elements together into a unified system [1, p. 6].

However, recognisability involves more than creating an attractive logo. A visual identity needs to express a coherent concept and remain identifiable across different formats. The purpose of this article is to examine how visual identity contributes to a recognisable brand image and to identify the main principles underlying its development. The article presents a conceptual review of four publications on branding, visual identity and corporate communication.

Visual identity, brand identity and brand image are related concepts, but they should not be used interchangeably. Kapferer's discussion of brand identity and positioning provides a broader strategic framework within which visual design should be considered [2]. For the purposes of this article, brand identity refers to the characteristics and meanings an organisation seeks to communicate, while brand image concerns how audiences perceive and interpret the brand.

Visual identity represents the visual expression of this broader identity. It includes identifying elements such as logos, colours, typography, imagery and layout principles. Wheeler and Meyerson discuss visual identity in relation to perception and associations, highlighting the importance of the ways people recognise visual information [1, pp. 20–21]. Consequently, design decisions should be assessed in terms of both their appearance and their contribution to identification.

This distinction also establishes a limit to the designer's influence. Designers can develop and coordinate visual messages, but audiences interpret these messages alongside their experiences of products, services and organisational behaviour. Visual identity therefore contributes to brand image without determining it entirely.

A visual identity should begin with an understanding of the brand's purpose, audience and positioning. Wheeler and Meyerson explain that brand strategy connects identity, actions and communication and should reflect an understanding of customers and the competitive environment [1, p. 8]. This provides a basis for selecting visual elements that serve a communication objective rather than merely following current trends.

The logo is an important identifying element, but it operates within a larger system. Typography establishes relationships between headings and body text; colour

creates recurring visual cues; and imagery contributes to the character of communication. These elements should reinforce one another while remaining suitable for their intended applications.

Halchynska examines a range of brand identity components, including logos, email signatures, uniforms, business cards, websites and packaging [3, pp. 149–150]. Their diversity demonstrates why visual identity cannot be developed as an isolated graphic mark. A design that works on a poster may require adaptation for a small screen or a package. The task is to preserve identifying features while responding to the constraints of each medium.

It is also necessary to distinguish visual and verbal elements. A slogan communicates through language, whereas its typography, placement and relationship with other elements belong to its visual presentation. Coordinating these dimensions can strengthen communication, but treating them as identical obscures their different functions.

Consistency does not require every brand application to look exactly the same. Instead, it involves maintaining recognisable relationships between elements. Wheeler and Meyerson identify coherence as a quality that holds different parts of an identity together [1, p. 34]. In practice, this requires guidelines governing logo use, colour specifications, typography and layout.

The relevance of consistency extends beyond appearance. Van den Bosch, de Jong and Elving examine corporate visual identity in relation to five dimensions of reputation: visibility, distinctiveness, authenticity, transparency and consistency. Their conceptual analysis suggests that visual identity can support these dimensions through design quality, the scope of its application and the condition of the materials carrying it [4, p. 108].

These findings should not be interpreted as proof that a consistent visual identity automatically produces trust or commercial success. Rather, they establish a framework for understanding its contribution to organisational communication. Within this framework, recognisability depends on coordinated implementation as well as the quality of individual design elements.

Conclusions. Visual identity contributes to a recognisable brand image by translating a strategic concept into a coordinated system of visual elements. Its development requires an understanding of the brand, deliberate design decisions and consistent application across physical and digital media.

The reviewed publications support treating visual identity as an integrated communication system. Distinctiveness helps differentiate the brand, coherence connects its various expressions, and adaptability enables their use in different contexts. Nevertheless, the resulting brand image also depends on audience interpretation and experience. The actual influence of particular design solutions on recognition requires empirical investigation.

REFERENCES

1. Wheeler A., Meyerson R. Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding. 6th ed. Wiley, 2024.
2. Kapferer J.-N. The New Strategic Brand Management: Advanced Insights and Strategic Thinking. 5th ed. Kogan Page, 2012.
3. Гальчинська О. С. Дизайн-проєктування основних компонентів айдентики бренду // Графічний дизайн в інформаційному та візуальному просторі : монографія / за заг. ред. М. В. Колосніченко. Київ : КНУТД, 2022. С. 149–169. URL: https://er.knutd.edu.ua/handle/123456789/19970.
4. Van den Bosch A. L. M., de Jong M. D. T., Elving W. J. L. How corporate visual identity supports reputation // Corporate Communications: An International Journal. 2005. Vol. 10, no. 2. P. 108–116. DOI: https://doi.org/10.1108/13563280510596925.