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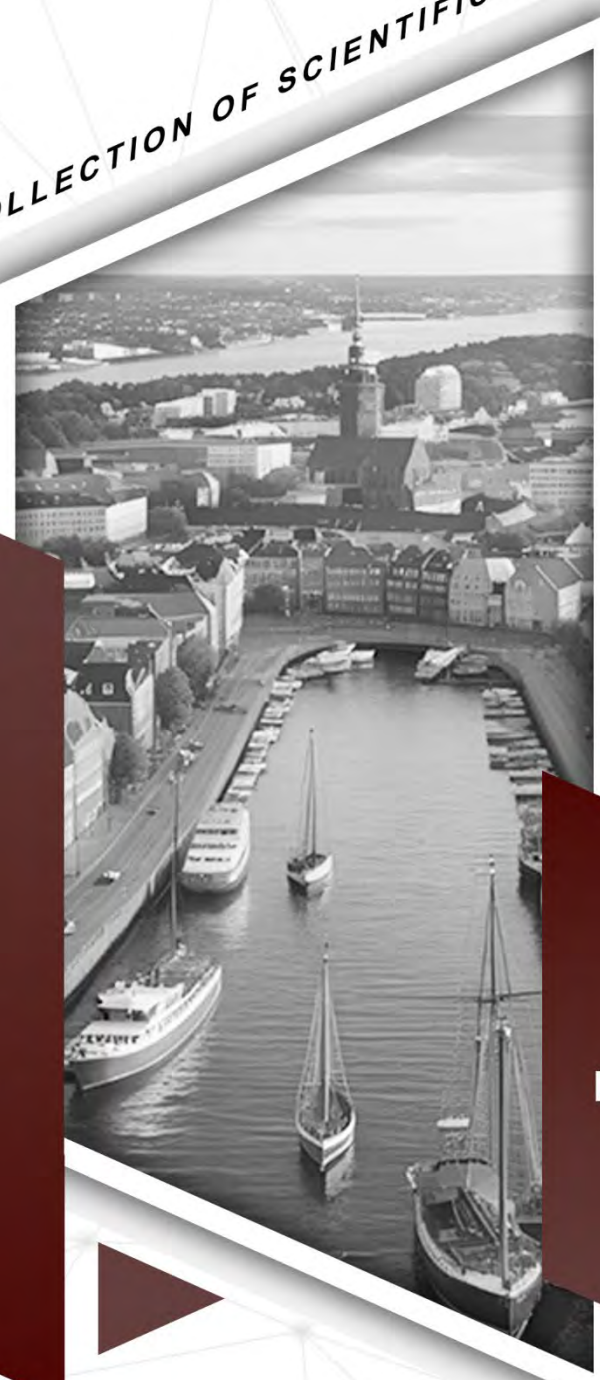

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DEVELOPMENT OF A CORPORATE IDENTITY FOR THE ‘RAVN’ CLOTHING RETAIL CHAIN AS A MEANS OF BUILDING A RECOGNISABLE BRAND

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Abstract. The paper explores the specific features of developing a corporate identity for the "Ravn" clothing store chain. The main elements of the brand identity, their functions, and their role in shaping a cohesive visual image of the company are analyzed. The key carriers of the corporate identity are identified and characterized. Modern trends in brand design within the fashion industry, as well as the principles of creating a logo, color palette, typography, and advertising materials, are examined. The paper substantiates the necessity of a comprehensive approach to creating a corporate identity in order to enhance the brand’s competitiveness in the clothing market.

Keywords: corporate identity, brand identity, brand, fashion design, logo, corporate identity, visual communication, brand store.

IntroductionIn today’s competitive environment, corporate identity is one of the most important tools for shaping a positive brand image. This is especially relevant for the fashion industry, where the visual component directly influences consumer perception of a product. Clothing store chains require the creation of a unique brand identity that enables them to stand out among competitors, ensure brand recognition, and establish an emotional connection with the target audience.Corporate identity is a system of graphic, color, typographic, and compositional solutions that unify all brand communication media into a single visual system. For a clothing brand, it is important not only to create a logo, but also to ensure a harmonious combination of all identity elements in both physical and digital environments

Aims and objectives of the study. The aim of the study is to develop a corporate identity concept for the ‘Ravn’ clothing store chain and to identify the key elements of its corporate identity. To achieve this aim, the following objectives have been set: to analyse the concept of corporate identity and its role in branding; to investigate current trends in fashion brand design; to develop a visual identity concept for the ‘Ravn’ brand; to identify the key elements of corporate identity; to characterise the carriers of corporate identity.

The relevance of this topic lies in the growing importance of visual communication within the highly competitive clothing market. Today’s consumer chooses not only a product, but also a brand’s image, its philosophy and emotional positioning. This is precisely why the creation of a high-quality corporate identity is a

vital component of a company's marketing strategy. In the fashion industry, brand identity determines the level of trust in the brand and shapes the first impression of the company. Researchers note that a modern brand must be adaptable, visually cohesive and suitable for use in a digital environment [1, 7]

Research findings and discussion. The issue of corporate identity development is actively being researched by contemporary Ukrainian and international scholars. In works devoted to brand design, particular attention is paid to the role of identity in creating a recognisable corporate image [1, 3, 4, 5, 8, 10]. In the study by O. Halchynska [4], O. Kolosnichenko and K. Pashkevych [5], the concept of a brand is examined and the main principles and sequence for creating a logo and corporate identity are defined. Researchers E. Maznev, V. Ochkurenko and G. Melkonov [6] note that corporate identity is an important means of a company's visual communication, and that the design of clothing and corporate elements contributes to brand recognition. Works devoted to innovative means of corporate identity design emphasise the importance of adaptive logos, digital design and flexible identity systems for modern brands [1, 7, 1]. The work by O. Vasilyev and Y. Osadchuk [2] examines the design features of clothing brand logos and identifies their typical solutions. M. Gobe focuses on the emotional connection between the brand and the consumer [9]. Thus, research in the field of fashion branding demonstrates that corporate identity is a key factor in consumers' emotional perception of a brand.

Subsequently, the design characteristics of Ukrainian brands operating in the fashion industry were examined, and the distinctive features of their corporate identity were identified. This enabled the development of a creative concept, as well as the elements and applications of the corporate identity for the "Ravn" clothing retail chain. The name "Ravn" is associated with restraint, minimalism and the contemporary aesthetics of Scandinavian style. The core idea of the corporate identity is a combination of conciseness, functionality and emotional expressiveness. The key characteristics of the brand are defined as minimalism, modernity, versatility, aesthetic restraint and recognisability..

The logo is a key element of the brand identity. For "Ravn", it is advisable to use a logotype featuring geometric letterforms. This approach emphasises the brand's modernity and ensures good adaptability in the digital environment. The logo could take the form of a stylised raven symbol, which is associated with the brand name and creates a unique visual identity. The proposed primary brand colours are: black – a symbol of elegance and premium quality; white – associated with minimalism (Fig. 1); and grey – representing neutrality and versatility. Dark blue could serve as an additional accent colour. It is recommended that the brand use a modern sans-serif typeface, which ensures ease of perception and versatility of use. The brand slogan should reflect the concept of modern style and individuality. For example: "Ravn" – style in simplicity.



Fig. 1. The logo of the "Ravn" clothing store brand

Corporate identity materials are items on which brand identity elements are displayed. As part of the project, we developed business cards, labels and tags, packaging, staff uniforms, shop signage and interior design, printed materials, a website and social media profiles. Business cards are used to represent the brand and facilitate business communication. They feature the logo, contact details and brand colours. Labels and tags are an integral part of the fashion brand and serve informational and promotional purposes. They are designed in the brand colours and, in addition to product information, feature the logo and contact details. The brand's product packaging consists of branded bags and boxes and is a key element of communication with the customer. The packaging enhances brand recognition and creates a positive impression after purchase. Staff uniforms help maintain a consistent brand image and foster a professional company image. The design of the shop sign and shop interior has been developed. The shop front, signage and interior are consistent with the brand's overall style. The brand's printed materials include leaflets, catalogues, certificates and promotional materials. Digital media are important channels of communication with a modern audience. Their design maintains a consistent brand style and is adaptable to different platforms.

Conclusions. The findings of this study indicate that corporate identity is a key tool for building a competitive brand in the fashion industry. A comprehensive identity system enables the creation of a cohesive visual image for the company and ensures its recognition among consumers.

A contemporary concept for a minimalist corporate identity has been proposed for the "Ravn" clothing chain, based on the use of a restrained colour palette, modern typography and a concise logo. The key elements of the brand identity and the brand style's media, which ensure effective communication between the brand and its audience, have been identified and developed.

A well-designed corporate identity therefore helps to build a positive image for the company, boosts consumer confidence and strengthens the brand's position in the market.

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СПЕЦИФІКА ПОЄДНАННЯ СТИЛЮ МЕЛОДИК-РОК ТА АФРОАМЕРИКАНСЬКОЇ РИТМІКИ В ТВОРЧОСТІ ГУРТУ ТОТО

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Серед напрямів популярної музики другої половини XX століття важливе місце посідає стиль Мелодик-рок, також відомий під назвами Album Oriented Rock (альбомно орієнтований рок), Adult Oriented Rock (рок, орієнтований на дорослих), або скорочено AOR. Сформувавшись на основі комерціалізованих американських форм Хард-року 1970-х років, AOR поступово набув ознак самостійного стильового явища. Найбільш повно характерні риси цього напряму проявилися у 1980-х роках, коли стиль досяг піку популярності. До основних ознак AOR належать мелодична виразність, гімнічність, тяжіння до масштабного