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FEATURES AND KEY ASPECTS OF THE DESIGN OF THE CORPORATE STYLE OF THE ASIAN CUISINE RESTAURANT "SAKURA"

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Abstract. The paper examines the features of the formation of the corporate identity of the Asian cuisine restaurant "Sakura". The role of identity in creating a competitive brand of a restaurant establishment is analyzed, the main elements of visual communication and their influence on the formation of emotional perception by consumers are identified. The principles of creating a logo, color palette, typography, graphic elements, advertising media and other components of visual identity are considered. The relevance of using decorative motifs and elements of ethnodesign in

creating a holistic image of an Asian cuisine restaurant is shown. Modern trends in the design of the corporate identity of restaurants are considered, including minimalism, adaptability, environmental friendliness and integration of digital technologies. The relevance of combining traditional Japanese symbols with modern design trends is proven, which has a positive effect on the perception of the brand. The study found that a holistic corporate identity contributes to increasing the recognition of the restaurant, the formation of a positive image and customer loyalty.

Keywords: corporate style, identity, restaurant business, Asian cuisine, brand, corporate style elements, corporate style carriers, logo, ethnodesign, visual communication, color, typography.

Introduction. Modern restaurant business is characterized by a high level of competition, which necessitates the formation of a unique visual image of the establishment. In such conditions, the corporate identity is not only an element of graphic design, but also an important tool of marketing communication. This is of particular importance for restaurants of national and ethnic cuisine, where the design should convey a cultural atmosphere and authenticity. The Asian cuisine restaurant "Sakura" is an example of an establishment in which the corporate identity combines traditional Japanese motifs with modern design trends. The use of sakura symbolism, minimalism, natural colors and elements of Eastern culture creates a recognizable visual image and forms an emotional connection with visitors.

The relevance of the research topic is due to the strengthening of the role of design in the restaurant business and the need to create competitive brands that can function effectively in the modern market. The relevance of the topic is also determined by the need to study design approaches to creating the identity of Asian cuisine restaurants and identifying key factors that affect the effectiveness of brand perception by consumers.

Research Aim and Objectives. The purpose of the study is to determine the features and key aspects of the design of the corporate identity of the Asian cuisine restaurant "Sakura". To achieve this goal, it is necessary to perform the following tasks: analyze the essence of the concept of "corporate identity" in the restaurant industry; investigate the role of design in the formation of the brand of the Asian cuisine restaurant; determine the main elements of the identity of the "Sakura" restaurant; characterize the features of the use of ethnic motifs in the design of the restaurant; establish the influence of the corporate identity on the perception of the establishment by consumers.

Research Results and Discussion. The issue of creating a corporate identity for restaurant establishments is actively studied in modern scientific literature. Scientists emphasize that visual identity is an important component of branding and marketing strategy of a restaurant.

The work of I. Mazurkevych [6] contains a study of theoretical aspects of developing a corporate identity at restaurant enterprises. She determines that corporate identity is a determining factor in the successful development of an enterprise. The researcher notes that the corporate identity of a restaurant is a complex of graphic, color

and compositional elements that ensure the recognition of the establishment and form a positive attitude of consumers. The author emphasizes that the modern market of restaurant services requires unique design solutions that can distinguish the establishment from competitors. The role of design in the hotel and restaurant business is considered in the works of scientists of the Odesa National Academy of Food Technologies [3, 4]. N. O. Vladimir [2] studies the evolution of the design of hotel and restaurant business objects and notes that the modern approach to creating a restaurant space involves a combination of functionality, aesthetics and conceptual integrity. Innovative means of brand identity design and development prospects are studied in the work of R. Mikhailova [8]. Manych and A. Trishch [7] studied the features of individual elements of the corporate identity of fast food establishments. T. Koruna [5] in her work dedicated to the creation of a corporate identity of an oriental restaurant focuses on the importance of the logo and the conceptual idea of the brand. The researcher emphasizes that successful design must take into account the cultural features and symbolism of Asian aesthetics. V. Abyzov and S. Semkin [1] analyze the ethnodesign of restaurants and determine the main characteristics of the modern use of national motifs in catering establishments. The authors believe that ethnic elements form an atmosphere of authenticity and contribute to the creation of a unique image of the restaurant.

In the work of A. Hartono et al. [11], the role of branding and its components in the development of the food business was studied. The work of K. Goel [10] is devoted to the study of the aesthetic and functional design of a restaurant in the style of Japanese wabi-sabi aesthetics. In addition, foreign studies pay considerable attention to the influence of restaurant decor on consumer behavior. N. Rahman [13] proves that the interior design and the general visual concept of a restaurant directly affect the competitiveness of the establishment and the emotional perception of customers. Studies of the restaurant atmosphere confirm that design, lighting, color and decorative elements form a sense of authenticity in consumers and influence their desire to visit the establishment again [9].

Thus, the analysis of scientific literature indicates the importance of a comprehensive approach to creating a restaurant corporate identity, where all elements of identity should form a single brand concept. Thus, the corporate identity of the Asian cuisine restaurant "Sakura" is a complex system of visual and communicative elements that form a unique image of the establishment. The basis of the concept is the Japanese aesthetics of minimalism, harmony and naturalness [12]. The central element of the restaurant's identity is the logo with the image of a sakura flower. In Japanese culture, sakura symbolizes beauty, harmony, transience of life and spiritual renewal. The use of this symbol creates an associative connection with Japanese culture and emphasizes the thematic orientation of the establishment. The logo design uses smooth lines and a minimalist composition. This corresponds to modern trends in graphic design and the principles of Japanese visual culture [12].

The color palette of the restaurant "Sakura" is based on a combination of pastel and natural shades. The main colors are: pink - a symbol of sakura and tenderness;

black - an element of elegance and contrast; white - the personification of purity and harmony; red is a traditional color of Japanese culture; beige and natural shades of wood are used to create an atmosphere of naturalness. The selected color scheme contributes to the formation of emotional comfort of visitors and strengthens the association with traditional Japanese aesthetics.

Considering that typography is an important element of the corporate style for an Asian cuisine restaurant, it is considered appropriate to use fonts with elements of calligraphy or stylized as Japanese writing [12, 14, 15]. At the same time, excessive decorativeness can complicate the perception of information. Therefore, in accordance with modern design trends, a combination of decorative accents with readable fonts was chosen. Typography is used in the menu, advertising products, signs and digital media, ensuring the integrity of the brand.

The corporate style of the restaurant is implemented not only in the graphic identity, but also in the interior design and decorative elements. For the Asian cuisine restaurant "Sakura" it is advisable to use: natural materials; minimalist design; wooden textures; Japanese decorative panels; paper lanterns; floral motifs; soft lighting.

Conclusions. The study found that the corporate identity of the Asian cuisine restaurant "Sakura" is an important tool for forming a brand and competitive advantages of the establishment.

The main components of an effective restaurant identity are the logo, color palette, typography, interior design and branded products. It was found that the use of Japanese ethnic motifs contributes to creating an atmosphere of authenticity and emotional comfort for visitors.

It is proven that the modern design of a restaurant should combine aesthetics, functionality and conceptual integrity. An integrated approach to creating a corporate identity ensures brand recognition, increases customer loyalty and has a positive effect on the image of the restaurant.

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