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CORPORATE IDENTITY AS A TOOL FOR FORMING A COHESIVE BRAND IMAGE

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Abstract. The research analyzes corporate identity as a tool for forming a cohesive and recognizable brand image. Based on the analysis of scientific sources, it is determined that corporate identity is a vital strategic tool for developing brand recognition and competitiveness. It is shown that brand perception is formed not only by the name or logo but also by a set of visual elements, including the color palette, typography, graphic elements, packaging, advertising materials, the website, and social media. It is found that corporate identity ensures the unity of all brand components and helps to create a comprehensive system of visual communication with the target audience. The consistent use of uniform stylistic solutions contributes to increased brand recognition and the formation of lasting associations among consumers. Additionally, the study also examines the role of the brand book as a key element in maintaining corporate identity, defining the rules for using the brand's visual elements and ensuring the preservation of stylistic integrity across various communication and advertising materials. Particular attention is paid to current trends in corporate identity

development, such as minimalism, adaptive design, digitalization, and brand personalization.

Keywords: corporate identity, branding, logo, graphic design, typography, visual communication, corporate design, marketing communications.

Introduction. In today's information space, individuals interact daily with a large number of brands across advertising, social media, retail stores, and digital environments. However, many of them are quickly forgotten due to the lack of a clear and recognizable image. This is why the formation of a cohesive visual brand identity is particularly relevant. For effective brand perception, a logo or isolated graphic solutions are not enough. Scholars [5] define identity as the visual component of a brand that ensures its recognition and integrity. It is crucial to ensure the unity of all identity elements — colors, typography, graphics, packaging, advertising materials, the website, and social media. All components must function as a single system and form a cohesive visual brand image, making the brand appear more professional and reliable. The absence of a unified style negatively affects brand perception, as different visual solutions on a website, in advertising, or on social media fail to form a single associative image. Conversely, the consistent use of colors, fonts, and graphic elements contributes to better memorability and brand recognition, building trust in the company. The relevance of this topic stems from the fact that a modern brand operates simultaneously in digital and print environments and must remain recognizable across various media.

Research aim and objectives. The study aims to investigate the characteristics of corporate identity as a tool for forming a cohesive brand image, as well as to analyze modern trends in the development of corporate identity within the digital environment. To achieve this aim, the following objectives have been established: to define the essence and primary functions of corporate identity; to analyze the key elements of corporate identity; to examine the impact of corporate identity on brand perception and recognition; to characterize modern trends in branding and graphic design; to determine the role of digital technologies in shaping contemporary corporate identity; and to investigate the significance of the brand book as a means of ensuring the integrity and consistency of a brand's visual communication.

Research results and discussion. The issues of branding and corporate design are extensively covered in contemporary studies by Ukrainian and international scholars. Primary focus is placed on visual communication, marketing positioning, and the psychology of brand perception. A. Wheeler [12] regards corporate identity as a strategic tool for brand communication with the audience, emphasizing the importance of a cohesive identity in building trust and recognition. P. Kotler and K. Keller [4] define a brand as a system of emotional associations in which the visual component provides the company with competitive advantages. D. Airey [1] explores the principles of creating effective logos, highlighting simplicity, adaptability, and minimalism. D. Norman [7] analyzes the impact of design on users' emotional perception and proves that visual images shape consumers' attitudes toward a brand. Significant attention in modern research is devoted to digital branding. O. Vasyliev investigates the specifics of color, typographic, and graphic solutions for brands in the

e-commerce sector [10], while A. Ray and co-authors [9] analyze the influence of digital platforms on the formation of corporate identity and the role of adaptive design.

In the works of O. M. Beketov NUUEKh researchers [2], corporate identity is defined as a system of permanent graphic, color, and font elements that form the visual image of a company. The effectiveness of corporate identity depends on the consistency of all its components — logo, colors, typography, packaging, advertising, and digital media. O. Kolosnichenko and K. Pashkevych [3] emphasize that identity integrity is achieved through a unified color scheme, typography, and graphic elements across various media. Color also plays a vital role in brand perception, forming emotional associations and aligning with the brand's character, product category, and target audience characteristics [11]. Researchers at KNUTD [6] note that when developing corporate identity, it is necessary to comprehensively analyze colors, fonts, patterns, and graphic elements, as it is their interaction that forms a cohesive visual brand image. Consequently, corporate identity is an essential means of forming a cohesive and recognizable brand image. It encompasses the logo, color palette, typography, graphic elements, and overall design style, thereby ensuring the unity of visual communication.

Based on the research results, it has been determined that corporate identity is a system of visual and communication elements that ensures a cohesive perception of the brand. The primary function of corporate identity is to create a unified image of the company, allowing it to stand out among competitors. The main functions of corporate identity also include brand identification, building recognition, establishing an emotional connection with the consumer, increasing trust in the brand, and supporting corporate communication [12]. A cohesive visual image contributes to the formation of a positive company reputation and enhances its competitiveness.

The fundamental elements of corporate identity are the logo, color palette, and typography. The logo is the central element of brand identity. It serves as the company's visual symbol and ensures its rapid recognition. Modern trends in logo design are characterized by minimalism, simplicity of form, adaptability, and versatility of use. Particularly important is the adaptation of logos for digital platforms and mobile devices [1, 10], which largely determines the design of contemporary logos.

Color plays an important role in shaping the emotional perception of a brand, as each color evokes specific associations [10]. For instance, blue is associated with trust and stability, orange with creativity, green with naturalness and eco-friendliness, and black with premium quality and status. A correctly selected color system strengthens the emotional connection between the brand and the consumer [7].

Typography is a crucial element of a brand's visual communication. The choice of fonts influences the company's style and character. A brand's typographic solution must align with the brand name and its product category [10]. Modern brands predominantly use simple geometric fonts, minimalist typography, and adaptive typefaces for digital environments. The unity of the typographic system ensures the integrity of corporate identity [10].

Graphic elements are an essential component of corporate identity and contribute to increased brand recognition. These include patterns, icons, illustrations, geometric

shapes, lines, as well as the style of photography and visual materials. Such elements are particularly important in cases where the logo is not the primary focus of the composition. For example, on social media, a brand is often recognized through its distinctive color palette, composition, or image styling. The use of graphic elements provides flexibility to corporate identity and allows it to be adapted to various media and communication formats. This enables the brand to vary its presentation in advertising, presentations, packaging, or digital content while maintaining the integrity and recognizability of its image.

Based on the research findings, current trends in the development of corporate identity have been identified and characterized. One of the primary trends in modern design is minimalism. Brands are moving away from excessive detailing in favor of simple forms and concise solutions. Minimalist design improves recognition, simplifies adaptation to digital platforms, and enhances a brand's versatility. Consequently, many prominent companies have simplified their logos and corporate graphics in recent years [1, 10]. A modern brand must be present across various digital environments: mobile applications, social media, websites, and advertising platforms. Therefore, adaptive design is crucial for corporate identity elements, involving logo scalability, flexibility of graphic elements, versatility of color solutions, and optimization for various screens [9]. Today, personalization and emotional branding are particularly important. Modern brands strive to create an emotional connection with users by employing unique visual images, animation, interactive content, personalized communications, and other tools. Emotional branding allows for increased audience loyalty and fosters deeper interaction with consumers [7]. Furthermore, modern brands increasingly utilize eco-friendly and socially oriented design elements. This is reflected in natural color palettes, minimal packaging, the use of sustainable materials, and socially responsible visual messaging. Such solutions build a positive company image and align with contemporary societal values.

To maintain the integrity of corporate identity, a brand book is utilized — a document containing the rules for applying the logo, colors, fonts, graphics, and other identity elements across various media. Its primary function is to ensure the unity of the brand's visual communication. A brand book does not restrict creative solutions, but rather defines the stylistic boundaries within which the brand remains recognizable. Thus, the brand book serves as a system of guidelines for using corporate identity elements in advertising, documentation, packaging, and digital materials [3]. Such a document is essential not only for designers, but also for marketers, SMM specialists, managers, and contractors, as it helps maintain brand consistency across all communication channels.

Conclusions. As a result of the study, it has been established that corporate identity is a vital tool for forming a cohesive brand image and ensuring its competitiveness. The visual identity system allows a brand to communicate effectively with consumers, build trust, and create an emotional connection with the audience. Modern trends in corporate identity development are characterized by minimalism, adaptability, digitalization, and a focus on emotional user experience. At the same time, inclusivity, eco-friendliness, and brand personalization remain important directions for

development. In the contemporary environment, corporate identity acts not merely as an element of visual design, but as a strategic means of brand building and shaping its cohesive image. The brand book helps preserve the integrity of corporate identity by defining the rules for using the logo, colors, fonts, graphics, and other identity elements, ensuring a consistent and recognizable brand image across all materials.

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