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№88

EUROPEAN OPEN
SCIENCE SPACE

COLLECTION OF SCIENTIFIC PAPERS



8TH INTERNATIONAL
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MODERN PERSPECTIVES ON GLOBAL SCIENTIFIC SOLUTIONS

MAY 18-20, 2026, BERGEN, NORWAY

EUROPEAN OPEN SCIENCE SPACE

Proceedings of the 8th International Scientific and Practical Conference

"Modern Perspectives on Global Scientific Solutions"

May 18-20, 2026

Bergen, Norway

Collection of Scientific Papers

Norway, 2026

UDC 01.1

Collection of Scientific Papers with the Proceedings of the 8th International Scientific and Practical Conference «Modern Perspectives on Global Scientific Solutions» (May 18-20, 2026, Bergen, Norway). European Open Science Space. 2026.

ISBN 979-8-89704-959-2 (series)
DOI 10.70286/EOSS-18.05.2026

The conference is included in the Academic Research Index ReserchBib International catalog of scientific conferences.

The conference is registered in the database of scientific and technical events of UkrISTEI to be held on the territory of Ukraine (Certificate №1065 dated 22.12.2025).

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ISBN 979-8-89704-959-2

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FORMATION OF THE IDENTITY OF THE ETHNIC CLOTHING BRAND "OBERIG" USING GRAPHIC DESIGN MEANS

Vasyliev Oleksandr
PhD in Design
ORCID ID: 0000-0003-1255-3756
Haspariants Alisa
student
Department of Graphic Design
Kyiv National University of Technologies and Design, Ukraine

Abstract. The paper examines the peculiarities of developing a visual identity for the ethnic clothing brand "Oberig." It explores the role of visual identification in forming brand recognition, establishing an emotional connection with the consumer, and promoting Ukrainian cultural heritage. Modern approaches to creating identities for fashion industry brands and ethno-design are analyzed. The main elements of the "Oberig" corporate style are identified, including the logo, color palette, typography, decorative ornaments, corporate carriers, and digital communication elements. A visual identity concept has been developed that combines traditional Ukrainian symbols with modern principles of graphic design. The significance of an adaptive design system for brand functioning in the digital environment is substantiated.

Keywords: visual identity, branding, ethnic clothing, corporate style, ethno-design, logo, visual communication, brand, design.

Introduction. In the modern fashion industry, a brand is not only a commercial tool but also an essential means of cultural communication and representation of national identity. Ethnic clothing brands, which combine traditional Ukrainian motifs with contemporary design trends, are of particular importance. They contribute to the popularization of cultural heritage and form a recognizable image of Ukrainian culture in the global environment. The identity of ethnic clothing brands acts as a complex system of visual communication, covering the logo, color palette, typography, graphic elements, packaging, advertising media, and digital interfaces. It forms a holistic image of the brand, ensures its consistent representation across various communication channels, and strengthens the emotional bond with the consumer. For an ethnic clothing brand, it is especially important not only to create an aesthetically pleasing visual style but also to convey cultural meanings, historical heritage, and the symbolism of Ukrainian traditions through modern graphic design.

Relevance of the topic is driven by the growing interest in Ukrainian culture, ethnic symbolism, and local fashion brands, as well as the need to create competitive visual images in the digital space. In modern conditions, visual identity becomes one of the key factors in forming brand recognition, uniqueness, and effective market positioning.

Goals and objectives of the study. The aim of the study is to develop a visual identity for the ethnic clothing brand "Oberig" based on a combination of modern graphic design principles and Ukrainian ethno-cultural symbolism. To achieve this goal, the following tasks were defined: to analyze modern scientific approaches to branding and identity; to study the features of using ethnic motifs in the design of clothing brands; to identify the main elements of the "Oberig" corporate style; to develop a concept for the brand's visual identification; to characterize the corporate style carriers and their functions; to evaluate the role of digital identity in brand promotion.

Research results and discussion. The issues of branding and visual identity are actively researched by Ukrainian and foreign scholars. F. Kotler [11] defines a brand as a system of associations that shapes the consumer's perception of a product. D. Aaker [8] emphasizes the importance of brand identity for building audience loyalty. A. Wheeler [4] views visual identity as a comprehensive system of brand visual communication. O. S. Vasyliev explores the digital aspects of identity, focusing on the consistency of the logo, typography, color solutions, and digital media [2]. N. Kravchenko [6] and R. Mykhailova [7] analyze the development of adaptive and dynamic identities, including the use of variable logos and interactive elements. Modern studies show that visual elements of a brand – colors, ornaments, materials, and typography – significantly influence the cultural identification of the consumer and the emotional perception of the brand [9]. P. Harkin [5], in studies of Ukrainian designer clothing brands, emphasizes the importance of using ethnic motifs in the corporate identity of modern fashion brands. The author stresses that the combination of traditional ornaments and modern design solutions forms a unique visual image of the brand. Research in the field of ethno-design proves that ethnic motifs positively affect the emotional perception of products and enhance their authenticity [10]. Scholars pay special attention to typography and visual symbols as elements of forming brand authenticity. In particular, studies of typographic design confirm that stylized fonts and ornaments enhance the perception of the brand's ethnic authenticity [2, 12]. The use of national symbolism in Ukrainian trademarks and logos is explored in the works of O. Boichuk and L. Bezsonova [1]. The use of ornaments in the logo design of Ukrainian brands is the subject of a study by O. Us and O. Vasyliev [3].

Thus, modern scientific research confirms the vital role of branding and identity in forming brand recognition, emotional connection with consumers, and cultural identification. Scholars pay special attention to the use of ethnic motifs, ornaments, typography, and digital elements in creating modern visual communication for a brand. Research also proves that combining national symbolism with contemporary design approaches contributes to the formation of an authentic and competitive brand image. At the same time, the issues of developing identity for ethnic clothing brands, particularly in the context of the digital environment and modern fashion design trends, remain insufficiently explored and require further scientific study.

Subsequently, the creative concept and elements of the brand's corporate style were developed. The brand name "Oberig" originates from the Ukrainian word "oberih" symbolizing protection, spirituality, and the connection between generations.

The core concept of the brand lies in the combination of Ukrainian ethnic culture with modern fashion. The target audience includes young people and adult consumers who value authenticity, eco-friendliness, and cultural identity. The main principles of the brand's identity are: minimalism; authenticity; adaptability; emotional expressiveness; cultural symbolism.

The main element of the identity is the logo, created in the form of a stylized sun symbol and a geometric ornament characteristic of Ukrainian embroidery. The sign combines simple geometric shapes and a modern minimalistic style. The logo ensures brand recognition and is easily adaptable to various media. The primary brand colors are: dark red – a symbol of energy, tradition, and strength; black – a symbol of stability and authenticity; beige – associated with natural fabrics and eco-friendliness; white – a symbol of purity and harmony (Fig. 1.). The color system creates an association with traditional Ukrainian embroidery and natural materials. For the brand, a combination of a modern sans-serif font and a decorative accent font stylized after Ukrainian Cyrillic was used. This approach ensures a modern perception of the brand and emphasizes its ethnic character.

Additional elements of the identity include: geometric ornaments; stylized embroidery elements; decorative patterns; symbols of the sun and the tree of life. These ornaments were subsequently used as background elements in packaging, printing, and digital media.



Fig. 1. Logo and main elements
of the corporate style of the ethnic clothing brand "Oberig"

At the next stage of development, the design of corporate style carriers was carried out. In particular, the design of tags and labels, packaging, business cards and stationery, the home page interface of the website, and social media were developed. According to the brand concept, tags are made of recycled cardboard and contain the logo, a brief history of the brand, and information about the product materials. They emphasize the eco-friendliness and premium quality of the products. Corporate packaging is represented by craft boxes and paper bags with ornamental elements. The use of natural materials forms an association with eco-friendliness and traditional

craftsmanship. Printed products are designed in a minimalist style using ethnic patterns. Business cards, certificates, and branded postcards maintain the integrity of the visual system. Post and stories templates have been developed for Instagram and Facebook using the corporate color palette, decorative frames, and a unified composition system. Digital identity ensures brand recognition in the online environment. The website interface is built on the principles of minimalism and adaptability. The use of animated ornaments and natural textures creates a cohesive user experience. The design of branded clothing and souvenir products was also developed: branded T-shirts; fabric shoppers; stickers; postcards; wrapping paper. Such carriers promote the brand and strengthen its communication with the consumer.

The developed identity of the "Oberig" brand demonstrates the possibility of a harmonious combination of ethnic symbolism and modern graphic design. The use of Ukrainian ornaments, a natural color palette, and an adaptive design system allows for the creation of a recognizable and holistic brand image. Digital identity is of particular importance, as social networks and the website form the first impression of the brand for the modern consumer. The adaptability of the logo and graphic system ensures the effective use of the identity in both printed and digital media.

Conclusions. As a result of the study, the visual identity concept for the ethnic clothing brand "Oberig" was developed. The main elements of the corporate style were identified, and their functional significance in forming the brand's visual identity was characterized. It is proven that an effective ethnic brand identity must combine cultural authenticity, modern design, and adaptability to the digital environment. The use of ethnic motifs in the logo, color palette, typography, and decorative elements contributes to the formation of an emotional connection with the consumer and enhances the brand's competitiveness. The research results can be applied in the practice of graphic design, branding, and the development of visual identity for modern fashion brands.

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