eoss-conf.com

ISSUE
№85

EUROPEAN OPEN
SCIENCE SPACE

COLLECTION OF SCIENTIFIC PAPERS



3RD INTERNATIONAL
SCIENTIFIC
AND PRACTICAL
CONFERENCE

GLOBAL TRENDS IN SCIENCE: RESEARCH, INNOVATION AND DEVELOPMENT

27-29 APRIL 2026, VARNA, BULGARIA

EUROPEAN OPEN SCIENCE SPACE

Proceedings of the 3rd International Scientific and Practical Conference

"Global Trends in Science: Research, Innovation and Development"

27-29 April 2026

Varna, Bulgaria

Collection of Scientific Papers

Bulgaria, 2026

UDC 01.1

Collection of Scientific Papers with the Proceedings of the 3rd International Scientific and Practical Conference «Global Trends in Science: Research, Innovation and Development» (27-29 April 2026, Varna, Bulgaria). European Open Science Space. 2026.

ISBN 979-8-89704-966-0 (series)
DOI 10.70286/EOSS-27.04.2026

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 №1062 dated 22.12.2025).

The materials of the conference are publicly available under the terms of the CC BY-NC 4.0 International license.

The materials of the collection are presented in the author's edition and printed in the original language. The authors of the published materials bear full responsibility for the authenticity of the given facts, proper names, geographical names, quotations, economic and statistical data, industry terminology, and other information.

ISBN 979-8-89704-966-0

EUROPEAN OPEN SCIENCE SPACE

© Participants of the conference, 2026
© Collection of scientific papers, 2026
© European Open Science Space, 2026

CONTENT

Section: Accounting and Taxation

Проскуріна Н.М., Коновалова А.В., Безуглий А.А.
ТРАНСФОРМАЦІЯ КОРПОРАТИВНОЇ ЗВІТНОСТІ В УМОВАХ СТАЛОГО РОЗВИТКУ НА ОСНОВІ ІМПЛЕМЕНТАЦІЇ МІЖНАРОДНИХ СТАНДАРТІВ ФІНАНСОВОЇ ЗВІТНОСТІ……... 15

Василишин Т.
ЧИ ВПЛИВАЮТЬ ІНФОРМАЦІЙНІ СИСТЕМИ БУХГАЛТЕРСЬКОГО ОБЛІКУ НА БІЗНЕС-РЕЗИЛЬЄНТНІСТЬ? ….. 19

Андросюк Ю.
ПОДАТКОВЕ ПЛАНУВАННЯ ІЗ ВИКОРИСТАННЯМ СУЧАСНИХ ЦИФРОВИХ ІНСТРУМЕНТІВ……... 21

Section: Agricultural Sciences

Дрозденко А.Ю., Бутенко А.О., Ткаченко О.М., Кулик І.В.
ВПЛИВ СТРОКІВ САДІННЯ НА ФОРМУВАННЯ ПРОДУКТИВНОСТІ СОРТІВ КАРТОПЛІ РІЗНИХ ГРУП СТИГЛОСТІ В УМОВАХ ПІВНІЧНО-СХІДНОГО ЛІСОСТЕПУ УКРАЇНИ……... 25

Кубрак Т.М., Мельник А.В.
ЕНЕРГЕТИЧНА ЕФЕКТИВНІСТЬ ВИРОЩУВАННЯ СОРТІВ ЯЧМЕНЮ ЯРОГО ЗА ЗАСТОСУВАННЯ РЕГУЛЯТОРІВ РОСТУ РОСЛИН В УМОВАХ ПІВНІЧНО–СХІДНОГО ЛІСОСТЕПУ УКРАЇНИ…….. 30

Хижняк Р., Павлусенко О.
ПОРІВНЯЛЬНА ХАРАКТЕРИСТИКА ПРОДУКТИВНОСТІ БДЖОЛИНИХ СІМЕЙ ЗА ВИКОРИСТАННЯ ВУЛИКІВ СИСТЕМИ ДАДАНА-БЛАТТА ТА ВУЛИКІВ-ЛЕЖАКІВ……. 33

Section: Architecture and Construction

Литвин О.І., Петровська Ю.Р.
ПСИХОЛОГІЧНЕ СПРИЙНЯТТЯ ПРИРОДНИХ І ШТУЧНИХ МАТЕРІАЛІВ У ПРЕДМЕТНО-ПРОСТОРОВОМУ СЕРЕДОВИЩІ… 36

Грибан А.І., Петровська Ю.Р.
ВПЛИВ ОСВІТЛЕННЯ НА ПСИХОЕМОЦІЙНИЙ СТАН ЛЮДИНИ ТА ЇЇ ПРОДУКТИВНІСТЬ…….. 39

Соколовська А., Поплавка О.Ю.
КОНТРОЛЬ ДЕФОРМАЦІЇ БУДІВЕЛЬ ЗА ДОПОМОГОЮ СУЧАСНИХ ГЕОДЕЗИЧНИХ МЕТОДІВ…… 42

Стельмах Х.В., Петровська Ю.Р.
ПСИХОЛОГІЯ ДИЗАЙНУ СЕРЕДОВИЩА: ВІД ДИЗАЙНУ УПАКОВКИ ДО ФОРМУВАННЯ ПРОСТОРУ……... 47

Section: Art History and Literature

Вергунов С.В., Вергунова Н.С., Понкратова С.Д.
ПРЕДМЕТНО-ІНФОРМАЦІЙНЕ СЕРЕДОВИЩЕ МІСТА: ДИЗАЙН-КОМПОЗИЦІЯ ОБ'ЄКТІВ І ПОВІДОМЛЕНЬ…… 51

Богачова - Стрєльцова Л.Г.
ДИКЦІЙНА ЧІТКІСТЬ ЯК ІНСТРУМЕНТ ІНТЕРПРИТАЦІЇ ВОКАЛЬНОГО ТВОРУ: ПРАКТИЧНИЙ ПІДХІД ДЛЯ ВИКОНАВЦІВ……. 56

Спринський Ю.
СОЦІАЛЬНИЙ ТА КУЛЬТУРНИЙ КОНТЕКСТ ВПЛИВУ НА МУЗИЧНІ СМАКИ…….. 58

Юрт К.В.
ПРОБЛЕМА ІДЕНТИЧНОСТІ ТА ФЕНОМЕН «ЖИТТЯ МІЖ КУЛЬТУРАМИ» У ТУРЕЦЬКІЙ ЛІТЕРАТУРІ МІГРАЦІЇ (XX–XXI СТОЛІТТЯ)…….. 61

Vasyliev O., Reishakhri O.
ADAPTING MODERN DESIGN TRENDS TO CREATE A BRAND IDENTITY FOR A SPA-GROOMING SALON…….. 64

Section: Chemistry

Усатюк І., Дмитренко І., Гуцан А., Івлєв Є.
ОСОБЛИВОСТІ КОНСТРУКЦІЇ ЕКСПЕРИМЕНТАЛЬНОЇ УСТАНОВКИ ДЛЯ ДИСПЕРГУВАННЯ МЕТАЛЕВИХ РОЗПЛАВІВ ГАЗАМИ ВИСОКИХ ТИСКІВ……... 70

Оздамар відновлює зв'язок із собою через мову, тоді як Зафер Шеноджак досліджує свою приналежність, спираючись на історичну пам'ять та мультикультурний досвід. Обидва автори підкреслюють, що життя на межі двох світів неминуче ставить людину перед обличчям суспільних упереджень і змушує усвідомити свою постійну "інакшість". Проте сучасні твори демонструють, що це не лише стан соціальної ізоляції, а й складний процес творення нової транскультурної свідомості.

Список використаних джерел

1. Гром'як Р. Т. (1997) Еміграція і художня література: грані проблеми й аспекти дослідження. Давнє і сучасне: Вибрані статті з літературознавства. Тернопіль: Лілея. С. 247–251.
2. Погребенник Ф. (1991) Еміграція і література. Слово і Час. No 10. С. 22–28
3. Asuman Yaprak, Hasan Kazim Kalkan (2021). Zafer Şenocak‟ın "Tehlikeli Akrabalık" Romanında „Öteki". Afyon Kocatepe Üniversitesi Sosyal Bilimler Dergisi, 23(3), s. 875-887.
4. Çakır, S. (2011). "Geleneksel Türk Kültüründe Göç ve Toplumsal Değişme", SDÜ Fen Edebiyat Fakültesi Sosyal Bilimler Dergisi, 24, s.129- 142.
5. Ecehan, A. (2009). "Sürgün Edebiyatı", Zeitschrift für die Welt der Türken Journal of World of Turks, ZfWT Vol.1, No.1: s. 199-205.
6. Hikmet Asutay, Jale Aylin Çelik (2015). Göçmen yazını yazarı Emine Sevgi Özdamar'ın "Mutterzunge" adlı eserinde dilsizlik sorunsalına bakış. Trakya Üniversitesi Sosyal Bilimler Dergisi, Cilt 17 Sayı 2, s. 283-296.

ADAPTING MODERN DESIGN TRENDS TO CREATE A BRAND IDENTITY FOR A SPA-GROOMING SALON

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

Abstract. This paper examines contemporary design trends in the creation of corporate identity for SPA grooming salons as a component of the beauty and pet care industry. Particular attention is paid to the influence of global design trends (minimalism, sustainability, personalization, and immersiveness) on the formation of a brand's visual identity. It was found that the contemporary corporate identity of SPA grooming salons is focused on creating emotional comfort, trust, and premium positioning.

Keywords*:* corporate identity, branding, SPA grooming, design trends, visual identity, SPA grooming salon, visual communication, quiet luxury.

Introduction. In today's competitive service industry environment, corporate identity serves as a key tool for brand positioning. This is particularly true for SPA grooming salons, where not only the functional result but also the client's emotional experience is important.

The modern pet care services market is undergoing a phase of rapid transformation. This process is directly driven by the global sociocultural phenomenon of the humanization of attitudes toward animals and the deep-rooted concept of conscious guardianship. In modern society, there has been a fundamental shift in the status of animals: they are no longer perceived solely as objects of ownership or protection, but have transformed into full-fledged members of the family. This paradigm shift inevitably leads to the premiumization of the industry. Modern consumers are willing to invest significant funds in caring for their pets, but in return, they demand a level of service, comfort, and overall aesthetics that fully meets the high standards of human service. This, in turn, increases demands on visual identity and brand design of pet care facilities, as well as their alignment with current trends.

An analysis of the market environment reveals a significant imbalance between the new demands of the affluent audience and the existing visual offerings. The visual culture of the domestic pet services market largely remains trapped in outdated stereotypes that took shape as early as the end of the last century. On the one hand, an infantile, so-called "cartoonish" style dominates, using bright colors and anthropomorphic images, treating the animal as a living toy. On the other hand, a purely medical or veterinary aesthetic is widespread, employing a cold blue-green palette and cross symbols. While such markers once served as triggers of trust, for the modern premium consumer they are subconsciously associated with stress, illness, and discomfort. Thus, a distinct aesthetic gap emerges between the audience's expectations and the market's existing visual codes. Contemporary design trends demonstrate a shift from static visual systems to adaptive, emotionally oriented brands. Brand identity is no longer just a set of graphic elements—it shapes the atmosphere, experience, and trust in the brand.

Purpose and objectives of the study. The objective of this study is to identify and characterize current design trends in the development of corporate identity for premium SPA grooming salons. To achieve this goal, from the perspective of academic science and semiotics, corporate identity is viewed not merely as a set of graphic elements, but as a complex visual language through which a brand conveys its values. The achievement of the stated objective is ensured by the completion of the following tasks: analyzing the essence of corporate identity; identifying the specifics of the SPA grooming industry; researching current design trends (2024–2026); identifying their impact on the visual identity of salons; formulating recommendations for creating an effective brand. The study employs: a systematic approach, analysis of scientific and professional sources, comparative analysis; a visual-analytical method; case analysis, etc. The primary methodological approach to bridging the identified aesthetic gap in

the pet services industry is defined as the use of a "cross-category borrowing" strategy. This method involves a conscious and categorical rejection of typical, outdated visual codes of the pet industry, such as direct illustrations of animals, images of paws or bones, in favor of a sophisticated graphic language characteristic of related, more prestigious spheres—the fashion and beauty industries.

Research results and their discussion.

The creation of a brand's corporate identity ensures its visual differentiation, recognizability, and memorability by users. Works by Ukrainian and foreign authors are devoted to the study of corporate identity. In [2–4], the concept of corporate identity is examined, its main elements and applications are identified and characterized, and a sequence for developing a company's corporate identity is developed and tested, which reflects the brand's philosophy and improves its identification. Wheeler A.'s book [11] provides basic recommendations for creating a corporate identity. The work [10] examines visual identity design systems for brands ("living" identities) that can change and generate new versions based on external data, and proposes a process for creating "living" brand identities built on such systems. Lindstrom M.'s book [5] provides recommendations for creating powerful brands by incorporating touch, taste, smell, sight, and sound. D. Norman's book [6] "Emotional Design," reveals how things influence our feelings, dividing design into three levels: visceral, behavioral, and reflective.

The author argues that attractive things seem more convenient and work better, demonstrating that emotion and rationality in design are not mutually exclusive.

Recent studies emphasize that branding is evolving into more flexible and adaptive forms. Visual identity is becoming a "living system" that responds to context and user interaction [9]. In the field of salon design, key trends include: creating a sensory experience; using natural elements; and focusing on comfort and relaxation [7]. Researchers also note the growing role of minimalism, sustainability, and personalization as key factors in modern branding [8]. The corporate identity of a

SPA grooming salon should combine: the aesthetics of care and cleanliness; emotional softness and comfort; and associations with nature and care.

A retrospective review of graphic trends over the past decades demonstrates the cyclical nature of visual trends. The era of total digitization and standardization, which lasted throughout the 2010s and was accompanied by the trend toward "flat design," led to the mass depersonalization of brands—a phenomenon known as "blandification." The standardization of interfaces and logos triggered a phenomenon of visual fatigue among consumers. The response to this challenge was the emergence of new, more emotional and profound trends, the adaptation of which forms the basis for the development of the brand identity project for the modern SPA grooming salon "Fluff & Fame."

The first and most important trend today is the aesthetic of "quiet luxury" or modern minimalism. As a reaction to the information space being oversaturated with aggressive advertising, contemporary premium design consciously rejects artificial brightness, an overload of details, and oversized logos. Minimalist design using neutral

colors (white, beige, gray) creates a sense of premium quality and purity. This approach is particularly relevant for spa salons, as it is associated with calm and balance [12]. The key value lies in the use of ample white space in layouts and the application of a sophisticated, nature-centric color palette. Adapting this trend to the grooming industry involves using earthy, pastel, powdery, and sage tones. According to research in color psychology, such palettes do not overload the nervous system; they create a sense of grounding, stability, and absolute purity, which perfectly meets the audience's need for psychological comfort while caring for their pet [1].

The second, equally important trend is the renaissance of classical typography and a paradigm shift in the use of fonts. For a long time, standardized sans-serif fonts (grotesques) were considered a symbol of progress and technological advancement. However, today they have lost their exclusivity, becoming the language of utilitarian messages. Instead, there is a global return to serif fonts (antiqua). In the context of a premium salon's corporate identity, the use of contrasting, elegant typefaces allows the brand to visually align with the aesthetics of glossy magazines. This is subconsciously interpreted by the consumer as a marker of high intellectual status, reliability, and respect for tradition. The parallel integration of calligraphic accents into layouts mimics live human handwriting, which serves to humanize communication and creates an emotional connection between the specialist and the client [11].

The third defining aspect of contemporary visual culture is sensory design and a focus on tactility (haptics). In the context of screen culture, the consumer feels an acute need for physical interaction with the material world. In the premium segment, brand identity goes beyond visual perception and transforms into a comprehensive multisensory system. Brand design shifts the focus to material science: the selection of heavy, textured designer cardstock for business cards or certificates, the use of embossing, spot varnishing, or soft-touch coatings for skincare packaging. The psychological mechanism behind this phenomenon is explained by the theory of embodied cognition: the physical sensations derived from materials that are pleasant to the touch have a direct influence on evaluative judgments. The tactile properties of corporate identity materials serve as a kind of nonverbal guarantee of impeccable quality, transforming a basic utilitarian service into an elite aesthetic experience [4].

Among the current trends in corporate identity design for grooming salons, the following should also be highlighted: biophilic design (naturalness), which emphasizes care for animals and environmental friendliness, is manifested in the use of natural elements (plants, wood textures, natural colors), and creates a relaxing atmosphere [7]; personalization and emotional branding, which focus on the individual customer experience and are manifested in: unique graphic elements; custom animal illustrations; responsive design; dynamic and adaptive design, which allows elements to change depending on the context, which is particularly important for digital platforms (social media, websites) [9]; sustainability and eco-friendly design, manifested in the use of natural colors; "eco" symbols; and the minimization of visual noise.

In modern rebranding projects studied, the following trends are observed: a shift toward a neutral color palette; typography updates; and the creation of a unified style across all communication channels [2]. Modern spa salons utilize: natural materials; soft lighting; and open spaces in their interiors [12]. Innovative technologies (3D, AI) allow for the creation of digital visual solutions and even the modeling of animal hairstyles [3].

Conclusions. In summary, it can be stated that designing a corporate identity for a modern premium SPA grooming salon requires a fundamental rethinking of traditional industry approaches and a departure from outdated visual clichés. The application of a cross-category borrowing strategy and the adaptation of current trends, such as "quiet luxury," classic typography, and multisensory design, allow for effective brand differentiation in a competitive environment. The proposed visual solutions for the "Fluff & Fame" brand not only bridge the existing aesthetic gap in the domestic pet services market but also foster deep emotional trust among consumers by meeting their highest expectations for safety, status, and refined aesthetics.

The study found that the corporate identity of the SPA grooming salon is shaped by global design trends; the primary focus is shifting from visual appeal to emotional experience; minimalism and naturalness are the dominant trends; digital technologies expand branding opportunities; personalization is becoming a key factor in competitiveness. The brand identity is becoming not just a visual tool, but a comprehensive system for shaping the customer experience.

The results confirm that modern branding for SPA grooming salons is focused on: building trust; forming an emotional connection; ensuring a comfortable experience. At the same time, there are challenges: the need for constant design updates; balancing trends with uniqueness; adapting to the digital environment.

References

1. Aaker D. A. Building Strong Brands. Simon & Schuster Ltd., 2010. 400 p. [in English].
2. Beauty salon rebranding | 2025. URL:https://www.behance.net/gallery/247449063/beauty-salon-rebranding-2025?utm_source=chatgpt.com [in English].
3. Digital Salon: An AI and Physics-Driven Tool for 3D Hair Grooming and Simulation. URL: https://arxiv.org/abs/2507.07387?utm_source=chatgpt.com. [in English].
4. Kolosnichenko O., Pashkevych K. (2023). Methodology for the development company style based on the study of analogues. Graphic design in information and visual space : Scientific monograph / M. Kolosnichenko, Ye. Gula, K. Pashkevych et al. Riga, Latvia : «Baltija Publishing», 2023. P. 73-97. DOI: https://doi.org/10.30525/978-9934-26-274-6-4. [in English].
5. Lindstrom M. Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound Free Press, 2005. 256 c. [in English].

6. Norman D. Emotional Design: Why We Love (or Hate) Everyday Things. Basic Books, 2005. 272 p. [in English].
7. Salon design trend for 2024- StyleSpeak URL https://stylespeak.com/tag/trends/ [in English].
8. Top Branding & Design Trends For 2025 URLhttps://www.thebrandingjournal.com/2025/01/top-branding-design-trends-for-2025/?utm_source=chatgpt.com. [in English].
9. Top Branding & Design Trends For 2026. The Branding Journal. URL:https://www.thebrandingjournal.com/2026/01/top-branding-design-trends-2026/?utm_source=chatgpt.com. [in English].
10. Van Ness I. Dynamic Identities: How to Create a Living Brand. BIS Publishers, 2013. 224 p. [in English].
11. Wheeler A. Designing Brand Identity: An Essential Guide for the Whole Branding Team. John Wiley and Sons Ltd, 2017. 336 p. [in English].
12. 2025's Hottest Salon Design Trends: Transform Your Space & Attract More Clients! URL: https://www.dpbeautyfurniture.com/blog/2025-Hottest-Salon-Design-Trends.html?utm_source=chatgpt.com. [in English].