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також ідеологічна відмінність: такі ролики майже завжди мають гумористичний/іронічний відтінок як завдяки характеру самого вихідного матеріалу, так і через його специфічне використання

Отже, на основі наведених прикладів можна зробити висновок, що тенденцію до використання мережевого аудіовізуального контенту як «музичної партії» для авторського твору доцільно розглядати як можливий жанроутворювальний елемент. Точна жанрова класифікація в цьому випадку з великою ймовірністю є полем для подальших досліджень (зокрема через те, що ця тенденція на цей момент формується й розвивається в реальному часі, а чи буде таке мистецтво віднесене до якогось жанру або виділене як окремий — залежить не в останню чергу від подальших шляхів його розвитку).

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FORMING FAST FOOD IDENTITY IN A MODERN VISUAL AND DIGITAL ENVIRONMENT

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Abstract. The paper examines the features of forming the identity of the fast food restaurant Portwine in the conditions of a modern visual and digital environment. The key components of the corporate identity are analyzed, in particular the logo, color palette, typography, signage, packaging, interior solutions, souvenir products (merch), as well as digital media of the brand - the website and mobile application. The role of

a comprehensive identity in forming brand recognition, the emotional experience of the user and the competitiveness of the restaurant in the fast food market is studied. Modern trends in the development of branding in the HoReCa sector are identified.

Key words: identity, branding, fast food restaurant, fast food, corporate identity, packaging, signage, merch, digital identity, HoReCa.

Introduction. In today's competitive environment, fast food restaurants function as full-fledged brands that create a comprehensive user experience. Identity is a key visual communication tool that ensures the restaurant's recognition, forms an emotional connection with the audience, and influences consumer behavior.

Portwine, as an example of a modern fast food brand, requires a holistic identity system that encompasses both physical and digital points of interaction with the consumer. The growing role of social networks, mobile applications, and online delivery necessitates an integrated approach to brand building.

Research Objectives and Tasks. The purpose of the study is to analyze the features of the formation of a complex identity of fast food establishments and determine its role in creating a competitive brand. To achieve this goal, it is necessary to perform the following tasks: to investigate theoretical approaches to the concept of "identity"; to determine the main elements of the Portwine corporate style; to determine the main carriers of the identity of a fast food establishment and to analyze the role of signs, packaging and interior; to investigate the importance of merchandise and souvenir products in the formation of a brand community; to evaluate digital identity (website and mobile application); to determine modern trends in the development of branding in the fast food sector. The work uses a systematic approach and a visual-analytical method; analysis and synthesis of scientific sources and the method of comparative analysis of analogues.

Research Results and Discussion. The issues of branding and identity are actively studied by both foreign and Ukrainian scholars. Modern research treats identity as a multi-level system of visual communication that combines graphic, spatial and digital elements of a brand. Thus, F. Kotler defines a brand as a system of associations that shape the perception of a product [15], and D. Aaker emphasizes the role of brand identity in shaping consumer loyalty [10]. A. Wheeler considers identity as a holistic system of brand-consumer interaction [3], while D. Norman explores the impact of design on user experience [7]. The importance of branding as a strategic communication tool is emphasized by M. Davis and J. Hunt [12], and M. Gobe focuses on the emotional connection between the brand and the consumer [13]. K. Spence explores multisensory marketing as a means of influencing consumer behavior [16]. Digital identity and UX/UI design are analyzed by A. Cooper et al. [11], and P. Kotler and K. Keller emphasize the importance of integrated branding in the HoReCa sector [15].

In Ukrainian studies, identity is also considered as a complex system of visual communication that forms brand recognition and competitiveness. I. Prodan emphasizes its importance in conditions of information overload [8], and O. Galchynska interprets identity as a holistic design system that combines the logo, typography, color palette and other brand elements [4]. O. S. Vasyliev explores digital aspects of identity, focusing on the consistency of the logo, typography, color solutions and digital media [2]. N. Kravchenko [5] and R. Mykhaylova [6] analyze the

development of adaptive and dynamic identity, in particular the use of variable logos and interactive elements. A separate area of research is related to the consideration of identity as a cultural, communicational and economic phenomenon. I. Ryzhova and co-authors interpret the brand as a socio-cultural category that influences consumer behavior [9], and Boyko and Kulyk consider identity as a resource for increasing the competitiveness of service enterprises [1].

Thus, modern research demonstrates a multidimensional understanding of identity - as a design system, a cultural phenomenon and a strategic branding tool. At the same time, the issues of branding in the fast food sector remain insufficiently studied and require further research.

A study of the identity of famous fast food brands was conducted, based on the results of which it was determined that the identity of fast food establishments is a multi-component system that includes both elements (logo and visual symbols, color palette and typography) and corporate identity media (packaging, signage, interior, printed products, merch, souvenir products and digital media (website, mobile application, social networks). The logo acts as the main brand identifier and is mainly simple, recognizable and easily scalable. It is used at all points of contact with the consumer - from facade signs to packaging and digital platforms. Logos in the fast food sector are usually based on the principles of simplicity, high recognition and quick reading. They should be well perceived from a distance and work effectively in different environments - on signage, packaging and digital platforms. The most common in this area are text logos based on unique typography without complex graphic elements. For example, Subway uses a dynamic font logo with arrows, and McDonald's combines the text part with a separate symbol in the form of an "M". Graphic logos are also used, where the main element is a recognizable sign without mandatory textual accompaniment. For example, Starbucks has a siren symbol, and KFC uses a stylized portrait of the founder. Combined logos that combine text and a graphic element are also common. For example, Burger King uses stylized text in the form of a burger, and Pizza Hut uses a graphic sign in the form of a house roof along with the brand name. In general, fast food brand logos are focused on quick visual perception and versatility of use in various communication channels.

Color in the fast food industry performs a psychological and appetite-stimulating function. The most common combination is red and yellow, which enhances the feeling of speed and appetite (McDonald's, Burger King). Green is associated with freshness and healthy eating (Subway). Brown and neutral shades are usually used to emphasize the naturalness and premiumness of the product (in particular, in coffee and burger brands).

Typography in fast food brands is usually simple, readable and built on sans-serif fonts. Bold or bold fonts are often used for better visibility, and sometimes custom fonts are used to enhance the uniqueness of the brand. For example, McDonald's uses rounded and friendly shapes, Subway uses dynamic typography with an emphasis on movement, and Burger King uses more geometric and stable.

Graphic elements and patterns are used to enhance recognition and create a visual atmosphere of the brand. Typical solutions include repeating patterns with product or ingredient icons, stylized illustrations, branded icons for menus and packaging, as well

as decorative background systems in corporate colors. For example, McDonald's uses patterns with product elements, Starbucks uses illustrative and seasonal graphic systems, and Subway emphasizes ingredients and freshness.

Let's consider the design features of the main carriers of the corporate style of fast food brands, the integrity of which forms a recognizable image and provides competitive advantages. Signs as an element of external communication are the first contact with the brand. They should be readable, contrasting and consistent with the identity. Backlighting, minimalist forms, corporate colors and logo are often used. The interior of the establishment is a continuation of the visual concept of the brand and forms the spatial experience of interaction with it. The use of corporate colors, materials and graphics creates a holistic environment, and zoning, lighting and navigation play an important role. Packaging performs not only a functional, but also a communication function. As one of the key carriers of identity, it accompanies the product outside the establishment. Current trends include environmentally friendly materials, minimalism and corporate graphics. Advertising and communication materials (posters, digital banners, social networks, video and motion design) ensure brand recognition in the information space and maintain visual unity across all channels. Merch and souvenir products (T-shirts, caps, stickers, glasses, art objects) contribute to the formation of a brand community, integrating the identity into the everyday lives of consumers. Limited collections enhance emotional engagement and loyalty. Digital channels (websites and mobile applications) are an important component of the brand. They include UX/UI design, branded elements, menus, ordering systems and interactive functions. The website performs information and image functions, while the mobile application provides online ordering, personalization of the experience, a loyalty program and integration with delivery. Consistency of digital and physical identity is a key condition for an effective brand. In general, the identity of fast food brands is based on the principle of maximum simplicity and quick recognition. Logo, color, typography and graphic elements form a single system that provides an instant emotional response from the consumer and strengthens the brand's position in a competitive environment.

The main trends in the development of fast food restaurant identity include minimalism and simplicity of forms, adaptive identity, eco-friendly packaging design, the development of merch as an element of brand culture, the integration of offline and online experiences, as well as the use of motion design in digital communications.

Conclusions. The results of the study determined that the identity of fast food establishments is a complex system that includes graphic, spatial, material and digital components. Its effectiveness is determined by the integrity of the visual language and the consistency of all points of interaction with the consumer. all components and the ability to create a recognizable, emotionally attractive and competitive brand in the fast food sector. It was determined that a special role in modern branding is played by packaging, signage, merch and digital platforms, which expand the boundaries of brand communication. Effective identity contributes to increasing recognition, forming an emotional connection and competitiveness of the establishment in the market.

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