

METHODOLOGY FOR THE DEVELOPMENT OF THE COMPANY STYLE BASED ON THE STUDY OF ANALOGUES

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DOI: <https://doi.org/10.30525/978-9934-26-274-6-4>

The concept of corporate style is considered, its main elements and carriers are listed. It was established that corporate style performs the following main functions: differential, identifying and image. The method of analyzing analogues to determine the features and regularities of corporate styles of companies that use corporate style as an effective means of communication is considered. The main trends in the development of corporate styles are considered, the influence of the corporate color on the consumer's emotional state is described. The sequence of developing the corporate identity of the company is proposed, which was tested in the development of the corporate identity of the fast food establishment "Kyivska Perepichka", which reflects the philosophy of the brand and also improves its identification.

Keywords: brand, graphic design, fast food establishment, color, packaging.

Introduction.

Due to the information saturation of the modern market, consumers are constantly faced with a large number of means of advertising communication and other marketing tools. This forces owners of brands, companies, institutions and enterprises to think about positioning and differentiation of their own image. Corporate identity plays a key role in the success of a company, and the importance of its presence and positive influence cannot

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be overestimated. Corporate style is the image of the company, which in many aspects determines the attitude of the audience to the institution.

The relevance of the research topic is that creating a corporate style is an integral part of building successful communication with the audience, which, in turn, leads to increased recognition and trust in the company. The development of a corporate style in its various forms in combination with high quality goods or services creates ways to increase brand recognition, contributing to increased interest in the company. Also, researchers claim that without a visual component of corporate identity, brand promotion will not have significant results: with the same product quality, a company with a professionally designed corporate identity will attract a larger number of potential buyers.

On the modern market, there are more and more establishments that take care of their corporate style, thereby leaving behind those companies that do not have their own corporate style. Every year, it is more and more difficult for designers to develop a unique corporate style that would help the brand stand out in its niche. Therefore, the development of corporate style requires innovative solutions and constant improvement in order to remain an effective means of solving strategic marketing tasks.

The subject of development of the corporate style of the brand was of interest to both domestic and foreign scientists and practitioners. I.A. worked on the problem of creating a corporate style and the characteristics of its individual elements. Golman I. A., Dobrobabenko N. S. [1; 2], V. L. Glazichev [3], S. A. Dzykevich [4], V. A. Pobedin [5] and others. Scientists and practicing designers described the methodology and structure of corporate style creation in general, which is a significant contribution to the formation of the theoretical knowledge base. In this work, attention is focused on the methodology of developing the corporate style of catering establishments based on the study of analogues.

Setting objectives.

The goal is to study the theoretical foundations and methodology of creating a corporate style for catering establishments based on the study of analogues.

Research results and their discussion.

In a general sense, corporate style is a set of graphic, color, verbal and audio elements that form a certain meaningful connection between products

and the company. As one of the main components of the product promotion process, corporate style forms a certain general perception of the company (service) in the minds of consumers. Many researchers consider corporate style as a type of marketing communication that has a significant impact on the formation of audience loyalty to a brand (product). The concept of corporate style is borrowed from Western industrialized countries, so the term “corporate identity” is usually used to describe this system, as well as “design coordination”, “company identification system”.

It should be noted that the phrase “corporate style” was introduced later by advertising theorists, and this term usually describes a certain set of graphic, stylistic, compositional techniques that guarantee a certain subordination of the products produced by the company to its general design. In turn, this homogeneity helps to understand the concept of the company, its philosophy and mission in the market of goods (services).

Unity in the design of the corporate style is achieved by using a certain color scheme, graphic elements, typefaces in the design of business and advertising products, as well as in packaging, uniforms, etc.

D. Ogilvy, a well-known professional in the field of advertising, wrote: “Each ad should be considered as a contribution to the corporate style (complex symbol), which is the image of the brand (image), as a long-term contribution to the reputation of the brand, a truly golden reward awaits the advertiser who has had enough mind to create a favorable image of its brand and hold on to it for a long time” [1]. With his description, he emphasized the great importance of a systematic approach to creating a company’s corporate style and the importance of following it for a certain period of time.

V. Glazichev defines a corporate style as “a set of visual signs that cause the consumer to have a persistent stereotype of a specific industrial or trading company.” The theorist also connects the phenomenon of corporate style with the emergence of industrial design and the process of monopoly capitalism [6].

Modern advertising theoretician A. Dobrobabenko considers the concept of corporate style as “... a set of color, graphic, verbal, typographic permanent design elements (constants) that provide a visual and meaningful unity of goods (services), all the original information of its internal and external design” [2, p. 5].

In the work “Aesthetics of advertising” S. Dzykevich notes that the corporate style, which expresses the essential formal and expressive features of the main activity of the corporation in those aspects that are necessary for the creation and maintenance of the invariant meaning of the desired image, is of primary importance in the perception of the corporation’s own personnel. He singles out three modifications of corporate style: corporate subject style, corporate language style, corporate clothing style [4, p. 30].

In the conditions of great competition in the modern market of goods and services, personalization, identification and selection of the brand from the general layer of the competitive environment are considered the key functions of creating a corporate style.

Thus, it is possible to distinguish three separate functions of corporate style:

- differential – selection of products and advertising content from the total mass of similar companies;
- identifying – the visual style ensures product and advertising recognition and indicates their close connection with the company;
- image – the formation of a certain positive image around the company, which in turn affects the company’s image and reputation. Consumers often associate a company’s visual image with the characteristics of the products it sells. Little-known companies without a coherent image usually enjoy a lower level of trust among consumers than well-known brands.

In a crowded information space, corporate identity is a “carrier with data” that allows consumers to navigate the flow of advertising content and quickly find products to which they have already formed loyalty.

Despite the fact that corporate identity is usually associated with commercial enterprises, it is used not only in trade. Corporate identity is an important component of the system of state-owned enterprises, exhibitions, competitions, sports events, scientific conferences, etc. Corporate identity plays a communicative role, allows the target audience to find out the necessary information in the shortest way.

In the conditions of urban space, corporate identity is also used, for example, as navigation signs: a metro map, signs with street names and other carriers that make it possible to navigate in the settlement (Figure 1).

Corporate identity contains a variety of elements, starting with graphic design and ending with sound signals, but the main ones are: logo,

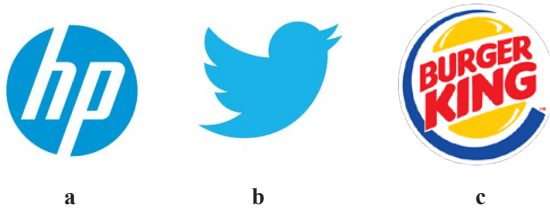


Figure 1 – Types of logos:
a – logo-abbreviation; b – logo-symbol; c – combined logo

trademark, corporate slogan, corporate block, corporate colors, corporate fonts, communicator, face of the company.

A logo (from Greek *logos* – word, *typos* – imprint) is a symbol or font composition, which are created on the basis of the full or abbreviated name of the company, as well as other simplified graphic elements and are a reflection of the image of the company. “In the perception of the consumer, the presence of the logo or trademark of the company has a well-established reputation and is a guarantee of the quality of the goods” – says V. Pobedin [5, p. 25].

There are several variations of logos [9]:

– **word** (trademark) – when creating a logo, use the full name of the company, typed in a characteristic font, or written in the so-called “lettering” (the style in which the inscription is usually written by hand using calligraphic writing skills). When creating a word logo, the length of the word and the simplicity of its sound are key requirements for ease of perception. In (Figure 2, a) and an example of verbal logos is provided.

– **abbreviation** – when creating a logo, they use the abbreviation of the company name (brand, trademark, product, etc.). An example is the logos of the companies “BMW” (*Bayerische Motoren Werke*), “HP” (*Hewlett-Packard*), “IBM” (*International Business Machines*) and others that aptly use their logos to distinguish themselves from competitors. decreased ease of brand identity, compared to the “verbal” logo.

– **logo-symbol** – when creating a logo, they use a certain sign (symbol) that companies choose to broadcast their philosophy, certain ideas, the field of work, etc. in already known companies, this symbol becomes the central object of corporate identity, but today, only 6% of the market use such a

logo in their branding, because for new companies it is difficult to convey their value to an unfamiliar audience only with the help of a sign.

– **combined logo** is the most popular type of logo in the modern market. Such a logo combines a sign (symbol) and a text part (name). By combining these elements of the company, it is easier to position yourself in the market and convey your idea to consumers. Analysis of logos of famous brands (Figure 2, b) showed that sometimes companies use an adaptive version of the logo when the symbol and name are used separately, who are confident that their overall image will be enough to identify the brand. The adaptive logo improves its usability on small objects, such as pens, pencils, flash drives, etc.

Trademark (from English trade mark) is a patented form of company designation that can combine visual, verbal and sound parts, or use any of these elements separately. A trademark registered in the allotted manner gives the company the right to its monopoly use and is protected by law. In different countries, the period for which the trademark is registered may differ.

Identification, product differentiation and personalization are the key functions of a trademark in order for them to be fulfilled, it needs to meet certain requirements, namely, to be concise, easy to read, to be attractive.

There are a large number of types of trademarks. The following types of them are distinguished: **verbal**, which can be registered both in ordinary writing and in a stylized form, **figurative**, containing a certain symbol (emblem), volumetric – registered as a certain form of object and **combined**, which is created on the basis of the above described types ease of use. Almost 80% of the currently registered trademarks are verbal.

A **figurative sign** is a symbolic, often simplified image of a certain object.



Figure 2 – Types of logos: a – verbal logos; b – adaptive logos

A **volumetric mark** is a trademark that is registered to protect the external shape of any three-dimensional object of the company.

The **corporate slogan** is a short slogan that the company constantly uses in its marketing communication with consumers.

The **corporate block** is one of the informative and communicative parts of the company's visual style, which is a combination of its other elements.

Corporate colors are one or more colors that are used by the company on all carriers of corporate identity. Corporate colors are selected by designers according to knowledge of the psychological impact of color and sociocultural context in a particular country of use.

A **branded font** is a set of typefaces that the company uses for typing. Different types of typefaces can successfully complement the company's visual style, but it is advisable to use no more than three different fonts.

A **communicator** is a character who was created to communicate with the audience. The character can be endowed with emotions and a certain manner of behavior that emphasize the positioning of the brand. An example of such an element of corporate style is the communicator of the "Foxtrot" store – an animated character (fox), which is shown in Figure 3.

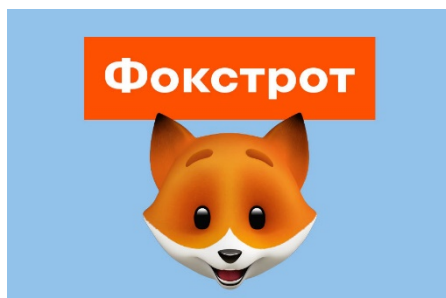


Figure 3 – Communicator of the foxtrot company

The **face of the company** is a popular person who becomes a brand ambassador for a certain time registered by the contract. When communicating with consumers, the individual often mentions the brand or product name, wears appropriate clothing, etc. A positive attitude towards an opinion leader builds consumer loyalty to the company and its products, and also encourages communication with them.

All elements of the company's visual style should be written in the brand book. A **brand book** is a collection of guidelines that include a description of the use of certain elements of corporate identity on all possible media that the company uses. Brandbooks can be printed or used in electronic form. It contains the rules for the placement of the logo, its proportions, corporate colors, font names and their sizes, the specifics of the design of documentation, packaging, advertising forms, souvenir products, and may additionally contain the rules for the design of interiors and internal communication between employees.

Elements of corporate identity, according to the rules of the brand book, are placed on all media that are related to the company. Such corporate identity carriers can be: business documents (forms, envelopes, notebooks, etc.); souvenirs (cups, pens, notebooks, towels, etc.); advertising media (poster, booklet, leaflet, flyer, business card, etc.); packaging; interior objects of the working space (wall calendars, paintings, etc.); branded clothing (caps, T-shirts, aprons, overalls, etc.); transport; exterior elements (signs, umbrellas, tables).

Consider **the stages of developing a corporate identity**.

The first stage is a briefing of the customer, namely, detailed information about the features of the work of the organization or company, their requirements for the visual component of the future corporate identity. The brief (a document with a list of questions) should contain a sufficient number of questions that will help form the criteria for organizing the work.

The second stage is the collection of additional data. For the qualitative development of the company's corporate identity, it is necessary to clearly understand the specifics of its activities, the features and nature of the services or products that the company produces, analyze competitors, identify the strengths and weaknesses of their corporate identities [10].

The third stage is the creation of a **moodboard** – a collage of images that conveys the general concept of the future corporate identity. The moodboard helps to determine the style solution, collect images of existing companies, and is also an additional tool for communication with the customer. A **map of associations** can also be developed – visualization of words selected on the basis of their connection with the name, field of activity, symbol of the company's product and its characteristics. The association map accelerates the process of generating ideas for the future

corporate style concept and gives an opportunity to see not only a simple associative series, but also to pay attention to a more complex relationship between the found components.

The fourth stage is the development of an idea. Conceptual idea for creating a corporate identity should: 1) be original, that is, one that has not been used by anyone before; 2) meet the client's requirements in accordance with the brief; 3) be universal – suitable for use in any elements of corporate identity; 4) evoke positive emotions in all groups of the target audience.

The fifth stage is the graphic implementation of the idea – the definition of colors, stylistic features, the choice of typefaces, sketching and subsequent creation of the logo, as well as other elements of the corporate identity. Determination of the constants of style use, namely, the rules for using the sign on different media and surfaces, the names of colors according to the international classification, the main and additional fonts, the circumstances for using the communicator.

The sixth stage is the development of media design. At this stage, the designer checks the brief and determines for which storage media it is necessary to adapt the elements of corporate identity and forms various compositional solutions that correspond to the formats of the media. At this stage, it is important to recreate the correct hierarchy of information perception by the consumer and place appropriate accents for better reading of the main information by the user.

The seventh stage – legal protection – is the final stage in the creation of corporate identity, which makes it possible to legally protect the company's trademark and other visual, sound, verbal elements from copying. After registration, the corporate style becomes an object of intellectual property and all rights to its use are retained by the owner.

At the end of work on the corporate identity of the company, it is necessary to carry out a number of actions aimed at completely replacing the old corporate identity and introducing a new style. Such actions for the introduction of corporate identity include: launch into production of products with a new design; replacement of all advertising media with new ones; decoration of exteriors and interiors in corporate colors; production of clothes for workers with new elements of corporate identity; distribution of letters among the staff explaining changes in the company's corporate identity; production of souvenirs with corporate design; selection of

communication channels to notify the target audience about changes in corporate identity, etc.

Methods of analysis of corporate identity analogues.

To create a competitive corporate identity that will attract attention, perform the functions of advertising and PR, you need to isolate the general idea from the general array of data that can help the successful implementation of the product. For successful positioning of the institution on the market, it is necessary to find methods of influencing its potential consumers, which for the designer means finding a graphic solution to the problems set by the customer in the brief and visual methods that can effectively solve the tasks [11].

Communication between the brand and its customers is usually built on the patterns of perception of corporate identity and its graphic solutions from the point of view of the human psyche. It is known that under the influence of a certain color or other graphic elements, consumers can subconsciously make a choice in favor of a particular product or service. For example, in stores, labels with discounts on goods are often printed in red to draw the buyer's attention to a particular product.

When developing the corporate identity of a particular institution, institution, company, etc., the most effective method is the **analysis** of analogues. First, it will make it possible not to repeat the style that already exists. Secondly, the corporate style of successful companies can suggest the vectors of effective development of one's own corporate style.

When applying the method of analysis of analogues, the following conditions must be observed:

- analyze similar institutions or establishments operating in the same market segment;
- focus on successful establishments, taking into account the target group, region, size of the company, etc.

Let us give an example of the development of the corporate identity of a fast food establishment based on the analysis of analogues.

The world-famous company “McDonald’s”, founded in 1940 by Dick and Mac McDonald. The institution, which specializes in the sale of American dishes and is one of the leaders of large restaurant chains in the Ukrainian market. The corporate identity of the institution is represented by a logo, which consists of two yellow arches, which combine to form the letter “M”,

symbolizing the first letter of the familia of the founders. The corporate block consists of a logo, the slogan “I’m loving it” (in the Ukrainian adaptation “I love it”), and the font part of the McDonald’s logo (Figure 4).

Red and yellow colors have been used by the company for a long time and during this time have become key elements of corporate identity that affect brand awareness. After several rebrandings, dark green and brown colors were added to the restaurant’s corporate colors. In our opinion, such changes were based on the desire of the management of the institution to increase the price segment of the institution and move away from the existing image of “cheap food”. The corporate font used by the institution has clear modern forms without serifs, symbolizing the connection with the modern youth style [12].



Figure 4 – McDonald’s corporate colors and logo, USA

A feature of the brand’s corporate identity is its branching along the lines of product offers: “MtsSafe” – a line of coffee drinks with its own logogram, which is represented by shades of yellow, brown and white and is written in handwritten font; “Happymeal” – part of the product line “McDonald’s”, which is aimed at the children’s target audience, whose corporate identity combines a multi-colored volumetric font with the main logo of the company; “MacDrive” is an optional establishment service that speeds up customer service by issuing orders to customers on vehicles, which has a logo that combines the silhouette of the car, which plays the role of a directional sign and the text part written in italics to make an association with traffic. For a long time, the communicant of the brand was a clown dressed in corporate clothes with the company logo, but, after wanting to change its positioning

in the food market, the company gradually abandoned this element. The company uses its corporate identity on all possible media: posters, banners, packaging, corporate documents, employee clothes, etc.

A large fast food restaurant chain “KFC”, specializing in the sale of deep-fried chicken. The name of the institution is composed of an abbreviation that stands for “Kentucky Fried Chicken” [13]. The corporate identity of the brand has the following colors: red, white and black. Red is formative and prevails in the composition, but any color of the three main colors can play the role of a background color. This technique makes it possible to use color coding technologies: a red background is a seasonal dish, a white background is a dish of white meat of the original recipe, a black background is a dish made of dark meat. The company logo combines the text part with the abbreviation “KFC” and a sign in the form of a portrait of the founder of the network – Colonel Sanders. The image of the founder is of great importance for the company, because at the same time he is a communicator and the face of the brand. The visual image of the communicator consists of the following parts: an image of Colonel Sanders dressed in a white suit (pants, shirt, jacket), a “butterfly” tie, as well as a handkerchief in his pocket, a cane and glasses on a red background. It is with these visual elements that many consumers associate the company. Red ribbons on a white background are well read by visitors to the institution and form an associative series with the brand. The corporate block consists of the logo and signature of the founder of the network. The branded fonts on most packaging are based on the Condensed Black typeface. Product names are typed in capital letters in one or two ribbons. For exceptional cases and non-standard packaging, the Cera Pro Bold headset is sometimes used [14]. The corporate identity of the KFC network is shown in Figure 5.

“Salateira” is an international network of establishments that occupies a niche of healthy eating in the field of fast food, founded in Kyiv in 2011. The founders of the institution adapted the European model of salad bars of fast food to the requirements of the Ukrainian consumer. The establishment specializes in the preparation of salads, which each client can collect from their favorite ingredients. The corporate identity of the company is represented by the logo, slogan, corporate block, font of a certain typeface and corporate colors (Figure 6).



Figure 5 – KFC Network Corporate Identity:
a – image of Colonel Sanders; b – printed products (packaging)



Figure 6 – Branded block of the institution “Salateira”

The company logo is font-type and reflects the brand name “Salateira”, made of using a headset with smooth lines, without serifs and sharp edges, which emphasizes the naturalness and safety of the product line of the institution [15]. Also, the font has an adaptive version in the form of the letter “S” on a white background. A font identical to the logo is used for the slogan set, the slogan itself is a call for the consumption of healthy food: “Їж здорово.” The letter “Ї”, with which the slogan begins, instead of two dots has a stylized heart. The main corporate colors of the brand: green, which is dominant in the corporate style, red and white. Additional colors: yellow, rich pink, purple are used for product packaging and, from time to time, appear in outdoor advertising. The corporate pattern has several variations: the first is repeated stripes of green and red, combined with a

capital letter “S”; the second is large plates of white, red and green with wavy edges. Patterns are used to decorate paper packaging of dishes [16].

“Lviv croissants” is a Ukrainian chain of bakeries in the field of fast food establishments, founded in 2015 in Lviv. At the moment, the institution is present in almost all regions of the country. The business strategy of the establishment is the sale of “monoproduct” in the form of croissants, which are complemented by a variety of sweet and salty fillings. This place is one of the promoters of the hot baking niche in the fast food market in Ukraine. In figure 7 the company block of the institution (logo, slogan, date of foundation), made in the corporate colors of the institution and using the author’s font [17].

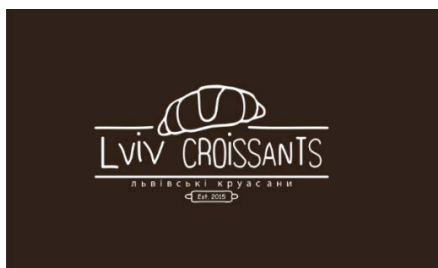


Figure 7 – Corporate block of the institution “Lviv croissants”

The logo of the institution consists of a graphically stylized element in the form of a croissant, a font element – the name of the institution and two stylized horizontal lines that limit the text with the name of the institution [18]. In the logo of the institution, the font style and linear solution refers us to the past, when the signs were made of wood and the names on them were burned by the masters by hand, which created irregularities in the inscription, due to the peculiarities of the materials and tools of application. Such inequalities have been applied in the development of corporate identity to emphasize loyalty to tradition and connection with the history of the founding city. The name in the logo is written in Latin, but below we can see the inscription in Cyrillic, which is its translation into Ukrainian. In the corporate style, the institution does not use bright saturated colors and modern materials, such as: metal, plastic, etc. In the design of corporate identity carriers, preference is given to dark shades of brown and wood textures.

Analysis of corporate styles of fast food establishments made it possible to identify patterns in the design. It has been established that large restaurant chains usually care more about the observance by their branches of the company's corporate identity. In different types of fast food establishments, the corporate identity is significantly different, which depends, first of all, on the target audience. We can distinguish the following primary colors that are used in the development of corporate identities of companies.

Red is clearly visible from afar, has the longest radiation waves that the human eye can perceive, so using it in the company's corporate identity provides advantages for identifying it in the city space. Establishments, in the design of which red color or its shades are used, are trying to draw attention to the brand and its products, which is a good solution for fast food establishments.

Yellow color – stimulates brain activity, fills with energy, so it is appropriate to use it for institutions with a young target audience. However, yellow is not contrasting and difficult to combine, for example, with white, so it is rarely used as the main color in the corporate style.

The orange color, like the red color, has long radiation waves and is perfectly noticeable at a distance. Usually this color is associated with establishments with a low or medium price range. Orange color in the corporate style of the institution, or in the interior design attracts attention, improves mood.

Green color is used in the corporate style of establishments that promote healthy eating, environmental friendliness and naturalness. Previously, this color was not used in branding in the field of nutrition, because it caused associations with spoiled products, but new trends in environmental friendliness have made it popular. Pure green color may also indicate a not high price category of the institution.

White color is present in most corporate identities, but often as a background to accommodate certain elements. White is a neutral color that can be combined with all other colors and complemented. In different combinations, white color can convey a different "mood" of corporate identity. On a psychological level, this color is associated with purity and ease.

Black color usually indicates the high status of the institution and the high price range of the products presented. In order to further emphasize the sophistication of the institution, black is often combined with serif fonts, as well as with white, gray or other colors [19].

Analysis of analogues showed that in the overwhelming majority of institutions, corporate identity perfectly performs differential, identifying and image functions, and in the other part it provides only some of them. After analyzing the “strengths” of corporate identities of competing establishments in the fast food market, we can identify effective techniques and elements of corporate identity that brands use to build successful communication with potential consumers.

Development of corporate identity of fast food establishments on the example of the company “Kiev perepichka”

The first stage is the customer’s briefing.

Fast food establishment “Kyivska perepichka” has only one point of issue of orders and at present it is not part of the franchise [20]. On the TripAdvisor website, the Kyivska Perepichka establishment tops the rating of fast food establishments in Kyiv, ranks 48th among all Kyiv food establishments and has a quality certificate in 2015–2018. (Certificate of Excellence 2015–2018 Winner). On the FourSquare website, the institution “Kyivska Perepichka” ranks third among Kiev establishments selling hot dogs [21].

Fast food establishment “Kyivska perepichka”, which is located in the center of Kyiv, on Bohdan Khmelnytsky Street, 3a, was opened in 1981. The institution operates in takeaway mode and has no seats. The exterior of the establishment is part of the façade of the building and is represented by a glass showcase, delimited into sections, which houses a sign, a menu and a window for issuing orders. Opposite are the tables at which buyers can taste their dish. The institution “Kyivska perepichka” is one of the business cards of Kyiv. Due to its not high prices, fast service and constant location, it is very popular among both tourists and indigenous people of the city. Consumers consider the institution “Kiev perepichka” the oldest fast food in Kiev.

The second stage is the collection of additional data.

The concept of the institution “Kyiv perepichka” is to sell a monoproduct of the same name. This product is a deep-fried sausage in the dough, which is served in a paper wrapper. In addition to this main item, the menu includes cooling and hot drinks. The pricing policy occupies a low price segment, so the average check does not exceed UAH 45 (2020).

Analysis of the modern corporate identity of the institution (Figure 8) showed that now the institution “Kyivska Perepichka” does not have a single



Figure 8 – The appearance of the institution “Kyiv perepichka”, 2021

visual style. Most of the elements of corporate identity are fragmented and do not contribute to brand awareness and identification among consumers.

It is quite difficult to single out specific elements of corporate identity, because they form a certain “symbiosis” with the corporate identities of other brands. However, it is possible to identify some elements of the corporate identity: a verbal trademark and a font logo, which is represented by a combination of a typeface with yellow and blue colors. The institution “Kyivska Perepichka” has a sufficient number of potential corporate identity carriers, such as: menus, posters, flyers, packaging, clothing of employees, forms of business documentation, sign and others, but at present, the only carrier of corporate identity is a neon sign.

The third stage is the creation of a map of associations.

In order to understand what you need to rely on when searching for an artistic image, a map of associations was created. The starting point on the map of associations was the name of the institution “Kyiv perepichka”, from which the following keywords were chosen by the method of associative thinking: hot, fried, appetizing, historical, traditional, simple.

The fourth stage is the development of an idea.

Since the institution “Kyivska Perepichka” was founded in 1981, for many years it has become a historical monument in the field of catering establishments in Kyiv. To develop a corporate identity, it is proposed to choose the art of Cossack cursive writing as a creative source, which will

make it possible to create a visual image that would convey a connection with the historical past. Cossack themes are closely connected with the identity of the Ukrainian people and cause associative images with its history. Cursive writing can be separated from other fonts by continuous pen movements and accent callout elements and letters that have a rounded shape. This font was written only with a pen, which made it possible to make smooth thickening of lines and decorative endings [22]. After analyzing the visual forms of cursive writing, it can be noted that its artistic and plastic properties perform both constructive and decorative functions. It is these features of the font that have been transformed into a logogram for the project being developed.

The next part of the creative image is associated with the location of the institution, as well as directly with its name. We were faced with the task of showing the audience the close connection between the brand and the location in which it is located. The name of the institution already carries a lexical part, which quite informatively emphasizes this connection, but at the visual level, the corporate style of the institution did not contain elements that would emphasize its location in Kyiv. After analyzing the visual images, it was determined that the target audience considers the symbol of the city of Kyiv – the chestnut tree, which is often found on the streets of the city. According to one version, Emperor Nicholas I in 1842 ordered to uproot all chestnuts from Bibikovsky Boulevard (present-day Taras Shevchenko Boulevard), because he considered them not “serious” enough, and replace them with poplars. His order was fulfilled, but the residents of Kyiv of that time picked up seedlings and planted them near their houses. Over time, chestnuts became a business card of the city of Kiev, they began to be depicted on the facades of houses, labels, products, composed songs about them [23]. Based on the collected data, it can be considered appropriate to use this symbol in the corporate style of the institution “Kyivska Perepichka”. To stylize and simplify the image of chestnut, its leaves are chosen, which has a characteristic shape, consisting of five separate leaves and a stem. Also, the visual image of the chestnut could be conveyed through its fruits, but in the process of sketching this idea was rejected, since the sharp elements of the peel of the chestnut fruit are not combined with the visual image of the monoproduct sold by the institution.

In the list of words that were discovered when creating the association map, there were words such as: “appetizing”, “fried”, which can be associated with the cooking process and the appearance of the product. The main menu item is a cake made from flour, eggs and sausages from natural meat. The first step in the preparation of the product is kneading the dough based on flour, eggs and water. Then the dough is kneaded to an elastic consistency. Unlike the “usual” sausage in the dough, the filling in the cake is wrapped completely. Next, the cake is deep-fried, immersing it in sunflower oil for about one minute. The finished product has a light orange color with a golden sheen. Analysis of the creative source, which covers the recipe of the product, is important for the development of the corporate identity of a fast food establishment, because the concept of corporate identity should be aimed at forming a positive impression among consumers about the external and / and taste characteristics of the product. To transform the creative source into an artistic image, the color of the finished cake and the appearance of boiling oil were used, which creates wavy elements on its surface.

The fifth stage is the graphical implementation of the idea.

After collecting all the necessary data, analyzing the market, creating a map of associations and searching for artistic images, proceed to the creation of corporate identity elements. The logo and trademark play a central role in the corporate identity, providing a company identification function. Of the possible variants of logos: verbal, abbreviated, symbolic and combined, a verbal logo was chosen, but using adaptability for better reading from small corporate identity carriers. This graphic decision was made after the stage of sketching and prototyping the future logo.

The search for any concept in graphic design begins with sketches on a piece of paper, which allows you to quickly sketch current ideas and not waste time on the process of computer detailing. In the first line of sketches, the main object of the logo composition was highlighted the symbol of the product. A simple figure set a minimalist style, which would be a good solution for the institution, followed by scaling into a franchise. But, with the further development of this logo concept design, with the help of technical visualization on a personal computer, a somewhat constructive appearance of this element was revealed. Simple forms demonstrate the modernity of the visual style and are well readable in the conditions of

a city saturated with advertising media. But in our project by the method of associative thinking and information from the customer's brief, the main emphasis was placed on the traditionality and historical background of the brand, which was not combined with the too modern symbol of the product. Nevertheless, as can be seen in the example (Figure 9, a) there was an attempt to balance the shape of the sign with the text part.

Another proposal for the logo design of the institution based on the transformation of the past corporate identity is provided in Figure 9, b. On the sign of the institution was placed its name, written in one line in the form of a semicircle. Such a non-standard placement of the name on the sign added emphasis to the past corporate identity and was recognizable to the target audience. Therefore, in the proposed version, an element of a semicircle was used to constructively construct the letters of the logo – the abbreviation “KP” (Kyiv perepichka). In this embodiment, the logo uses blue and yellow colors, which were used in the design of the original sign of the institution. Such a logo may cause a positive response from an audience already familiar with the brand, but for new consumers this idea could not be clear enough, so this option was rejected.

The final sketch solution was proposed in the form of a font logo using the letering technique – the artistic design of the name of the institution into a decorative composition (Figure 10). The inscription is made in the style of Cossack cursive writing, and vertical, horizontal, hook and loop elements became the basis for creating the inscription. The word “Kyivska” is placed above the word “perepichka”, which made it possible to create the optimal size of the logo for placement on corporate identity media, leaving



Figure 9 – Working versions of the logo of the institution “Kyivska perepichka”

a sufficient size for its reading. For better perception and memorization of the sign, a stylized image of chestnut leaves has been added to the word “Kyivska”, which is a symbol of the city of Kyiv, where the institution is located. The thickness of the contour of the stylized image coincides with the thickness of the letters of the institution’s name and is combined with the letter “K” using a loop. When choosing corporate fonts for corporate identity, plastic rounded forms with small serifs are chosen. For greater contrast to the logo, the typeface of the word “perepichka” was changed to Itim Cyrilic, which added emphasis on the main word in this composition. An adaptive version of the brand name was also offered for printing on small corporate identity media, such as pens, pencils, flash drives, and more.

The brief for the project listed the following colors: blue, blue, black, white, yellow and orange. After analyzing the corporate styles of competitors and using information about the tastes of consumers, three colors of the establishment’s corporate identity were chosen: orange SMYK (0;48;90;0), RGB (255;160;33), HSB (34;87;100), #ffa021; white SMYK (0;0;0;0), RGB (255;255;255), HSB (32;0;100), #FFFFFF and black SMYK (50;50;50;100), RGB (0;0;0), HSB (0;0;0), #000000.

Light orange color in the corporate style of the institution “Kyivska perepichka”, its brightness and shade indicate the low price segment of the institution’s products; a warm shade of color associatively indicates the temperature of the dish, and also conveys its own color and the color of the ingredients used for cooking. White color plays the role of the background in most corporate identities and goes well with any additional colors. White was chosen as a symbol of purity, which will broadcast to customers compliance with the sanitary requirements of cooking and the safety of making a purchase at the selected establishment.

The black color in the corporate style was chosen to contrast the logo, fonts and adaptive sign against the background of corporate colors, as well as a transformation of the art of Cossack cursive writing, which was usually performed in ink. Black color as a percentage occupies 10% of all corporate colors.

The approach to creating a slogan for the institution “Kyivska Perepichka” was based on information about the history of the institution and the business model of the customer. The restaurant has been working for a long time without changing its location and product recipe, so a laconic slogan is offered: “Unchanged taste in an unchanged place.”



Figure 10 – Development of the logo of the fast food establishment “Kyivska perepichka”

(stud. O. Beregovyi, heads M.V. Kolosnichenko, L.A. Bernat, KNUTD, 2021)



Figure 11 – Visualization of the corporate identity of the institution “Kyivska perepichka” on various media (stud. O. Beregovyi, heads M.V. Kolosnichenko, L.A. Bernat, KNUTD, 2021)

The sixth stage is the development of media design.

Another of the visual elements was the corporate pattern – a stylized image of the waves that are formed on the surface of the oil during its boiling, which was used to combine the logo with corporate colors and add a certain dynamics to the compositional solution of layouts for carriers (Figure 11). The pattern is an orange plate that contains one wavy side with a repetitive rhythm. This project does not use a communicator because the institution already has an established brand that does not require the use of this element of corporate identity. However, using the brand’s face for advertising campaigns can have a positive impact on further communication with the audience.

Conclusions.

The concept of corporate identity is defined and it is found out that it performs three main functions: differential, identifying and image. It has been established that corporate identity is developed not only for institutions belonging to the commercial market segment, but also for state-owned enterprises, exhibitions, sports events, scientific conferences, etc. It is determined that the corporate identity contains the following elements: logo, trademark, slogan, color, font, communicator, face of the company. Depending on the requirements of the project, the components of the corporate identity are placed on visual style carriers: business documentation, souvenirs, packaging, staff clothing, vehicles, used in the design of the exterior and interior of the company, etc. The main stages of the development of the company's corporate identity have been established. The methodology for analyzing analogues in order to determine successful compositional, conceptual, color solutions in the development of corporate identity is given. To test the methodology for analyzing analogues, a design development of the corporate identity of a fast food establishment was carried out on the example of the "Kyivska Perepichka" institution according to the sequence of corporate identity development.

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