

## DESIGN OF GRAPHIC ELEMENTS OF THE BRAND'S CORPORATE STYLE

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The sequence of works in the creation of a design project of graphic elements of the corporate style of the company, as a complex scientific and artistic development, is substantiated and implemented on the example. As a result of the analysis of the sphere of consumption of products for children aged from birth to 6 years, a contradiction in the definition of the consumer was revealed, since such purchases are paid for by one audience, but made under the direct influence of the future consumer. The creative concept was developed based on the creative source – Suprematism. An analysis of the domestic and foreign market of children's wooden toys was carried out. It was found that manufacturers emphasize the environmental friendliness of products through the use of colors or stylized images of plants.

**Keywords:** corporate identity, style, logo, design project, consumer, environmental friendliness.

### Introduction.

In a competitive economy, an important component of a brand's marketing policy is corporate style. The corporate style helps the consumer navigate the flow of information, quickly and accurately find the company's product. With the help of corporate style, the company brings new products to the market with lower costs, increases the effectiveness of advertising, reduces the costs of forming communications, helps to achieve unity not

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only in advertising, but also in other means of marketing communications.

The company's adherence to corporate style has a positive effect on consumer trust. This is an indicator of organization and order.

As evidenced by the results of the review [1], scientists consider the problem of brand logo design mainly in terms of basic elements: font, shape and color. Additional characteristics of the logo may be the size and predominant location of the logo on objects, sound and animation, etc.

The authors of the article [2] substantiated that a logo consisting of an icon and a brand name is more attractive compared to logos consisting of only one element. The regularity of the use of the frame in the logo and its effect on the attractiveness for consumers of various categories, revealed in the work [3], is of interest for the development of the logo. In particular, the effectiveness of using an open framework, or lack of it, for companies that are actively growing, and having a framework for campaigns that position themselves as stable, is established. The authors of the article [4] emphasize the role of not only logo and color, but also texture and pattern in the creation of corporate design. Certain aspects of the use of cultural heritage in the development of logos of modern Chinese brands are considered in the article [5].

Of practical interest is the study [6], which established consumer preference for logos with natural elements. Similar is the result of the study [7], which revealed consumer trust in brand logos with elements of biomorphism.

A number of searches by scientists are devoted to the design of the corporate style of educational institutions. In particular, the paper [8] investigated the role of the logo and emblem in the corporate style of an educational institution and as a component of the design of school uniforms. The article [9] shows how the logo design allows educational institutions to communicate their mission to applicants and attract the target audience to study at the institution. The study [10] considered the design of the university campus environment, in particular the interior and furniture in the educational buildings, as an element of the corporate identity of the educational institution.

As it follows from the conducted analysis of corporate style research, scientific research on the corporate style design of brands in certain industries is relevant.

### **Setting objectives.**

The purpose of the study is to analyze the design features of the company's corporate style, to develop a design project for printed and souvenir products with improved aesthetic properties for the company's presentation.

### **Research results and their discussion.**

In this study, the authors followed this definition of the concept of "corporate style". Corporate style is a combination of color, graphic, verbal and other attributes of a company or brand, developed and standardized for various communications [11].

The main components of corporate style design are: logo development; brand colors; selection of corporate font and pattern. On the basis of the completed developments, printing and souvenir products of the brand, website design, additional elements of corporate style are created.

It is generally accepted to distinguish three main functions of corporate style: image, identification, and differentiation.

The concept of "corporate style" was introduced by advertising theorists. Often used synonyms of corporate style, such as "system of corporate identification", "coordination of design", "projecting the appearance of the enterprise".

Although the concept of branding is relatively new, people have long used visual communication to identify the manufacturer or owner of a product. For this, flat (seals, brands, drawings) and three-dimensional (brands, graffiti) images were used. In particular, branding was used to mark cattle and sometimes slaves. Potters branded the dishes they made with special signs. Weavers, gunsmiths, builders, and artists also marked their products. Merchants used the technique of graffiti to mark a batch of their dishes, such as amphorae, by scratching inscriptions and drawings on objects. Architect Peter Behrens is considered to be the first designer who completely created a corporate style. In 1907, he held the position of artistic director of the company "AEG", which specialized in the field of electric power, mechanical engineering, and household goods. Behrens conducted a complete "rebranding" of this company for the first time in history [12]. He designed in a single style not only factory and office buildings, but also retail outlets, office furniture, billboards, products, packaging, etc.

The main element of corporate style is the logo. A logo is an original image or abbreviated name of an organization, a group of products, or one specific product of this organization. It is a graphic image of the company, with the help of which people get to know and perceive it. The logo strongly influences the first impression, emotional perception and retention of the brand in the memory of a potential service user.

When creating a design project of graphic elements of the company's corporate style, as a complex scientific and artistic development, it is advisable to follow the following sequence of works:

- study of the historiography and features of designing a logo and corporate style;
- conducting pre-project studies to obtain initial data for designing the logo and corporate identity of the company;
- determining the characteristics of potential consumers and the range of products for designing;
- analysis and systematization of information about prototypes on the Ukrainian and foreign markets;
- development of a creative concept for the design of modern elements of the corporate style of the company;
- construction of a sketch series of the company's design project;
- selection of software, materials and technologies for implementation of the design project;
- production of corporate style elements in the material.

Let's consider the peculiarities of developing a corporate style design project using the example of a company that specializes in the manufacture of children's toys from natural materials.

To identify the needs of consumers, it is necessary to investigate the general preferences of the potential buyer, his habits, way of thinking, social, psychological, material status.

The main problem of determining the target audience for a company focusing on children's products turned out to be a vague understanding of the consumer to be targeted. In most cases, such purchases are spontaneous and are usually paid for by one audience, but are made under the direct influence of the future consumer. Such influence is direct or indirect and must satisfy the needs of both parties, or one and be as close as possible to the needs of the other, because only adults have monetary resources, and the

main consumer will be the child. On this occasion, they conduct: marketing research; experiments, simulating the future situation in the store. A more accessible way for designers may be to survey parents.

Gaining the loyalty of such an audience, it is necessary to use the assets in the field of psychology of children and adults. Getting to the store, first of all, a new toy should become a friend for a child, promote communication with it through design.

The products of the researched company are aimed at children from the age of two, it is at this age that children begin to actively explore the world around them. Accordingly, the important role of the company is to become an assistant in learning about the adult world through a game and an interesting story. It is easier to hold attention and tell useful information through a branded character, such a move increases loyalty and captures attention with its immediacy, helps to maintain communication with adults as well.

Parents of such children care first of all about the health of their offspring. General trends towards nature conservation, environmental friendliness of the company, harmfulness of any substances for health, and a healthy lifestyle in general play an important role here. Such statements influence the choice of a company or brand by adults, and compliance with them gives the manufacturer advantages in the market among competitors.

The company under study produces toys from relatively renewable and ecological resources – wood, anti-allergenic paint. The shape of the toys does not contain sharp elements that can cause harm to the child. The manufacturer emphasizes that it uses only natural materials for its products, which are not harmful to health, the environment and safe for the child. In such cases, it would be appropriate to use special labeling, icons of the product's environmental friendliness and its harmlessness for children.

Children from the age of three are more aware and have the right to choose, express their preferences, and therefore influence the choice of adults. The segmentation of the children's audience is narrow, compared to adults. This is due to the rapid development of the child in its first years of life. The difficulty also lies in the rapid change of their preferences, loss of interest. The main task is to get into the interests of the child right now.

We will highlight two main children's age categories that fall into the range of products of the company of children's wooden toys:

– Newborns and up to 3 years of age – the company’s main communication should be aimed at parents, because children, due to the peculiarities of their development, cannot accurately express their needs and do not always get to the places where toys are sold.

– Children aged 3 to 6 years – actively begin to explore the world around them, the first interactions with their peers take place. Although they largely depend on their parents, they can already express their opinion and influence adults. First preferences, positive impressions of brands and their products are formed, the need for independence is actively developing.

A consumer portrait was drawn up to identify basic information, interests, solvency, and customer needs. Basic information includes: gender, age, language of communication, education, profession, marital status, country and city of residence, ownership of real estate. The interests of future buyers include: entertainment (games, movies, books, etc.), virtual interests (sites, blogs, which social networks are used), recreation (traveling, going to cafes, restaurants, clubs, going to the country, the local beach). The solvency of the audience is determined by: average monthly income, average expense receipt, loyalty to discounts, discounts, participation in promotions. Customer needs: what tasks or problems will your product solve.

As for parents, the company focuses on modern active mothers who care about the health of their children and choose high-quality ecological products aimed at the development of children’s attention, thinking, motor skills. They like to spend time together with the little one, they are looking for a way to involve the whole family, the child’s peers in the game, to teach something new.

Products can be purchased as a gift. It is recommended for parents with average wealth, with wealth below average, but with the desire to meet the needs of the child. The age range of the parents is 25-30 years.

They live mainly in Ukraine, speak Ukrainian or understand the Ukrainian language. Education is secondary or higher, the profession is not of great importance, but most of the audience is engaged in intellectual work and follows the general trends of choosing environmentally friendly products. Marital status of consumers: married, have a partner, in civil marriage – have children, also suitable for single parents. Have a permanent home or travel. They use social networks, in particular such as Instagram, have modern views, are not afraid of new things.

The average monthly income is at least 15,000 UAH, preferably 20,000-25,000 UAH. The average expense check is UAH 3,500, they follow new products and discounts, they like to use promotions and gift certificates. They choose products to interest the little one and distract them with a useful activity, spend time together, get closer by trying to assemble figures, develop their child and educate by the example of play.

The company's products are sold both offline and through the Instagram social network. Most buyers in this case use mobile phones.

### **Analysis of analogues of corporate style of wooden children's toy companies**

An important stage of work on a design project is the study of existing analogues on the market. For this analysis, six Ukrainian and foreign companies that specialize in the production of educational children's toys from natural materials were selected: "Cubika" (Ukraine), "Igroteko" (Ukraine), "Bino" (Germany), Goki (Germany), Melissa (USA), Bella Luna Toys (USA).

Analysis of the corporate style of the Ukrainian company Cubika revealed the following. Cubes are recommended for children from 2 years old, so the toy parts are large, but not heavy and comfortable for a child's hand. The corporate style of the company includes the logo, packaging, corporate photos, icons, colors, fonts, graphic elements. The color scheme of the logo (Figure 1, a) consists of 4 colors.

The logo is an inscription of the name in a decorative font using geometric shapes: circles, semicircles, quarter circles, rectangles. The design stands out among others for its neatness and restraint, while at the same time it is attractive. High-quality branded pictures are used, which give a complete picture of the product in the middle, its reference point for children's products. The color range is represented by 3 colors: blue, orange and light green. Based on the created logo, an infographic was developed using most of the elements of the logo. 2 typefaces were used in the corporate style. A grotesque font is mostly used for the inscriptions on the packaging. The corporate style looks decent on the product, stands out among others and emphasizes the premium quality of the product. Although the logo has many colors, the general look and arrangement of elements give a coherent, bright image of the brand. The design of the packaging looks restrained and pleasant, emphasizes the ecological nature of the brand, stands out among the general assortment, but does not catch the eye.



**Figure 1 – Logos of companies producing ecological children’s toys:**  
a – Cubika<sup>1</sup>; b – Igroteco<sup>2</sup>; c – Bino<sup>3</sup>; d – Goki<sup>4</sup>;  
e – Melissa<sup>5</sup>; f – Bella Luna Toys<sup>6</sup>

The next brand of children’s toys is the company “Igroteko” (Ukraine), founded in 2010 in Lviv. Its goal is to popularize an environmentally friendly toy in Ukraine, namely a wooden constructor. The company focuses on the foreign market and already distributes its products in Great Britain, Poland, Lithuania, and France. After analyzing the corporate style of the company, the following was revealed. Designers of this brand are intended for children of different age categories – from 3 to 12+ years. The company has its own mission and corporate slogan: “Our mission: to make children happy! Our principles: quality and safety! Our slogan: Create, play, live!”. The corporate style of the company “Igroteko” consists of a set of various elements, such as a logo, different forms of packaging, corporate photos, icons, colors, fonts, graphic elements. Two colors are used for the logo (Figure 1, b) – light green and bright yellow. The inscription of the name

<sup>1</sup> Cubika. Organic Wooden Toys and Cardboard Puzzles. Available at: <https://cubika.toys/>

<sup>2</sup> Igroteco. Available at: <https://igroteco-toys.com.ua/>

<sup>3</sup> Bino – World of Toys. Available at: <http://www.bino.de/en>

<sup>4</sup> Goki Gollnest & Kiesel GmbH & Co. Available at: <https://www.goki.eu>

<sup>5</sup> Wooden Toys. Available at: <https://www.melissaanddoug.com/our-toys/baby-and-toddler-toys/wooden-toys/>

<sup>6</sup> Wooden Toys. Available at: <https://www.bellalunatoys.com/collections/wooden-toys>



is made in an accidental font. The central letter “T” is stylized in the image of a tree and highlighted in yellow, highlighting the component names – igro, eco. Since the products are made of wood, this combination looks appropriate and indicates the company’s priorities. The main corporate color is green, other colors are blue, orange, brown. Many design techniques are used on the box and in advertising banners, which somewhat cheapens the appearance of the product.

In general, the concept of the corporate style of the company “Igroteko” corresponds to the set goal, the competitive color scheme conveys the motifs of nature, emphasizes the ecological nature of the brand and attracts buyers.

The company “Bino” (Germany) specializes in the production of educational and musical toys from various materials, including wood. In particular, the cubes are made of hornbeam and beech and are recommended for babies from 18 months. As a result of the analysis of the corporate style of the company, it was found that the color range of the logo (Figure 1, c) consists of five main colors (red, blue, yellow, light green, black) and their lighter shades. The name of the manufacturing company is written in red handwritten font with a slant, which creates the dynamics of the inscription. Cubes of different colors are scattered on top, the whole composition is united by an open square frame. Due to the use of small elements, the logo is difficult to use on a reduced scale. Due to the use of a large number of colors in one logo, it can get lost and is possible to use only on a white background, limiting the possibility of placing the logo on a colored background and on products in general. The design corresponds to the company’s concept, emphasizing its focus on children’s products.

The German manufacturer of children’s toys Gollnest & Kiesel KG, known on the world market under the brand “Goki”, produces a wooden constructor “Rainbow” for children from 3 years old. Having analyzed the corporate style of this manufacturer, the color range of the logo (Figure 1, d) consists of the main color red and secondary colors for icons – light green, blue, gold. The name of the manufacturing company is written in a red chopped font with rounded elements, which creates a streamlined, safe form, easily perceived as a children’s product. The packaging design is restrained, without a large number of auxiliary elements, in line with the concept of children’s products. The absence of serifs makes the work cleaner, simplifies perception for the reader. Brand elements on the

packaging include a wide red stripe, brand pictures and fonts. The logo is well made, a simple color solution, it stands out on the packaging, you can easily change the scale, it will also look good in the form of a favicon, on small printing products.

The Melissa company (USA) produces toys made of natural materials for children aged from birth to 8 years and older. As can be seen in Figure 1, e, the Melissa brand logo is an inscription of the company name in handwritten font on the background of an ellipse surrounded by a frame. The dominant color is red, it attracts attention and encourages action, symbolizes the focus on a children's audience. Additional colors are white and black. Although the logo as a whole looks harmonious, it does not convey the brand's focus on the use of ecological materials. Stability, adherence to traditions is emphasized by the symmetry of the composition, the presence of a frame, and the absence of a slant of the handwritten font.

The corporate style of the company Bella Luna Toys (USA), which produces toys from various types of wood for children from 2 to 7 years old, as well as products for adults, looks interesting. Bella Luna Toys emphasizes its ecological orientation, which is manifested in the use of ecological materials for the manufacture of toys (wood, cotton, wool, with non-toxic coatings and vegetable dyes); use of recycled raw materials for product packaging; use of electricity from renewable sources; use of ecological transport for transportation of products. Two colors are used for the Bella Luna logo (Figure 1, f): blue and golden yellow. The company name is in a dynamic, right-slanted handwritten font, and the word Toys is written in an antique font, which may symbolize a commitment to tradition. The logo stands out from the rest by using two stars and a crescent moon.

So, the analysis of analogues of corporate style of companies specializing in the manufacture of wooden children's toys showed the following. The corporate style of such a company is usually a set of various elements, such as a logo, product packaging, corporate photos, icons, colors, fonts. Most manufacturers emphasize the environmental friendliness of their products by using colors (shades of green and blue) or stylized images of trees. The focus on a children's audience is emphasized by the use of rounded elements of letters, color solutions, handwritten fonts, and the depiction of toy elements in the logo.

### **Development of a creative concept and creation of a design project**

The design project of the corporate style of the company “Toy Cube” was developed by Anna Gapon, a student of KNUTD, under the guidance of the scientific supervisor of Professor Yezhova O.V. The creative concept of creating the company’s logo included distorted geometric figures, irregularity and irrationality of forms. The company’s sign reproduces the shape of a square with a base narrowed to the bottom, consisting of other geometric shapes and forming the English word “toy”, which in Ukrainian means “toy”. The letters themselves symbolize a family where children are the main wealth (the circle with the conditional letter “o” is highlighted in gold). The colors of the letters respectively symbolize the parents, conventionally dividing them into female (the letter “y” in pink) and male (blue – “t”) gender. This concept created a symbiosis between modern design techniques and elements of Suprematism.

Suprematism (from the Latin *Supremus* – the highest) is a direction of the early 20th century avant-garde art, characterized by objectlessness, abstract geometricism [13]. Kazimir Malevich emphasized the “advantage of pure perception” by performing his works in this technique. Simple figures serve as a prototype of all forms existing in the real world. Only color and shape create an impact on the general perception of objects, discarding details and leaving the essence. The philosophy of Suprematism is the understanding of the world through feeling, rejection of the rational, objectlessness. The main unlimited resource is children’s imagination and human imagination in general. This concept corresponds to the theme of children’s toys, the embedded meaning promotes the development of creative abilities, creativity, unlimited patterns and obsessive images of the child.

Before starting the design project, research and search work was carried out, and a mood board of the future corporate style was compiled. During the development of the moodboard for the company, the paintings of Kazimir Malevich, photos of children with emotions of surprise and joy, and the signature styles of children’s cubes corresponding to the theme were used as a source of inspiration.

When choosing brand fonts, their readability, compliance with the theme of the store, ease of use on different media are taken into account. Since the company focuses on the foreign market in the future, the name was developed in English “ToyCubik”. The chosen font, Paytone One Regular,

had a typeface of only Latin letters. The first draft options were made for this title. During the consultation with the customer, it was decided to design 12 letters for the Ukrainian variation of the name of the logo. Special attention was paid to the development of the letter “v”, since the form of the similar letter “b” in the Latin script did not correspond to the laws of writing Ukrainian letters. The task was to harmoniously create this letter in the style of the existing font, to correctly position each letter relative to the other, so that the tracking and kerning of the letters was uniform in appearance and did not create inappropriate indents or, on the contrary, clusters of letters. Paytone One Regular is used only in the name of the logo, so Century Gothic Regular was chosen for writing texts on packaging, instructions, badges and other possible products and as an accident Century Gothic Bold used for headlines on posters, in social networks (posts on Instagram), certificates, instructions.

After developing the font, it was necessary to trace the variations of placing the logo on various types of products and advertising content. In Figure 2 displayed logo construction grid. A square is used as the base cell. The limits of the security field are indicated, no larger than the size of the yellow circle of the logo on each side. For the Instagram social network, the design of the sign was adapted to the avatar of the page in the form of a circle. In this case, the form was repeated by writing the name of the company “Toy Cube” in a circle (Figure 2).

The color scheme of the corporate style is chosen from the popular colors of pink and blue as a symbol of boys and girls, gold makes an accent and attracts attention.

The development of the trademark began with the idea of displaying the English word “toy” in the form of a square. In the course of transformation and sketchy searches, the sign took an incorrect and irrational form. This form shows the playfulness and carefreeness of childhood, each detail does not have clearly calculated dimensions and, being composed into a general composition, creates an attractive and harmonious sign, corresponding to the general concept of the company.

Corporate style includes a wide range of printed products, Internet advertising, therefore, in addition to the development of the logo, corporate icons and graphic elements have been developed. The icons indicate: natural materials; location of the company; environmentally friendly,

anti-allergenic eco-paints. The idea of developing graphic elements was borrowed from real figures formed from wooden cubes. The first figure is presented in the form of a house, the second in the form of a pyramid of cubes, the third – a circle-smiley (Figure 3).

Smiley evokes positive emotions, such as joy, satisfaction, communicates with the consumer. There are different options for using graphic elements and icons depending on the background. It is desirable to use only white graphics on the plates or background (only with company colors), in the color version they are used on a white or light colored background. The proposed graphic elements were used in the development of the design of masks, instructions, badges, packaging, stickers, corporate pattern, design of the machine.



**Figure 2 – Mesh, security field and adaptation of the “Toy cube” company logo to social networks**

The company’s signature packaging was developed. After the approval of the first packaging option, 3 more options were developed with a different number of cubes in each box and a cotton bag for easy storage of the cubes. Each box has a different shape and color. The package of 36 cubes has the shape of a cylinder, a picture with the product on the package and a



**Figure 3 – Branded graphic elements and icons of the company “Toy cube”**

pink background. The box with 48 elements has pink and blue colors and an elongated rectangular shape, falling shapes are used instead of a static picture. The trapezoidal shape of the package contains 72 elements, has a blue color, falling elements and graphic symbols of the corporate style were used in the development. Only basic information with the company logo and a composition of branded graphic elements are displayed on the bag.

### **Conclusions.**

As a result of the conducted research, a sequence of works is proposed for the creation of a design project of graphic elements of the corporate style of the company, as a complex scientific and artistic development. As a result of the analysis of the sphere of consumption of products for children aged from birth to 6 years, a contradiction in the definition of the consumer was revealed, since such purchases are paid for by one audience, but made under the direct influence of the future consumer. The development of a creative concept was carried out on the basis of a creative source – Suprematism, characterized by objectlessness, abstract geometricism. An analysis of the

domestic and foreign market of children's wooden toys was carried out, positive and negative design solutions of the corporate style were revealed. It has been found that the corporate style of a company of children's wooden toys is usually a set of various elements, such as a logo, product packaging, corporate photos, icons, colors, fonts. Most manufacturers emphasize the environmental friendliness of their products through the use of colors or stylized images of plants. The focus on a children's audience is emphasized by the use of rounded elements of letters, color solutions, handwritten fonts, and the depiction of toy elements in the logo. On the example of the Ukrainian company of children's wooden toys, all stages of developing a corporate style were implemented.

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