

## DESIGN THE MAIN COMPONENTS OF THE BRAND IDENTITY

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The work is devoted to the study of the features of design projecting of the main components of the brand identity. The concept of “brand”, its fundamental functions in the marketing process are analyzed and the definition of brand identity is provided. The analysis of the types of logos and how to use it during the development of brand identity. In the process of research, a typology of slogans has been developed; the elements of a professional email signature have been investigated; design features of uniforms for the staff; basic principles of packaging design. The main components of the business card are analyzed, and their typology is provided. Marketing materials and billboards, and their interaction with the public, as well as their widespread online application in modern brand identity design, have been investigated.

**Keywords:** graphic design, branding, advertising design, logo, packaging, brand identity.

### Introduction.

In the modern marketing space, the consumer daily meets a huge number of products, goods, and services, as well as information about them that prompts him to purchase a particular product. There is a huge industry of advertising design, which embodies certain methods of interaction with the target audience of companies and brands. To identify companies and brands among market competitors, a package of main components of brand identity has been developed, which must be maintained in a single design, meet modern trends and features of its development for a certain target audience. Each element of the brand identity is important and affects the reputation, image of the company and ways of interacting with the target audience. The study of the features of

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the design of brand identity components is a key factor in the development of corporate style and advertising design projects and will also allow the implementation of modern projects that meet the trends of market demand.

### **Statement of the problem:**

- to study the features of the design of the brand identity and establish its main components.
- analyze the types of logos and how to use it when developing the corporate identity design of the company.
- investigate the factors that influence the personality of the brand and its role in the differentiation of the product in the market.
- analyze the specifics of development: slogan, e-mail signature, websites, pages in social networks, packaging, business cards, marketing materials, billboards, posters, etc.

### **The results of the study and their discussion.**

A brand is a powerful element of the market that creates a fundamental basis for doing business by organizations and for private entrepreneurs [1, p. 2]. Since brands combine several functions at the same time, we can summarize the definition of the term “brand” in the following types:

- it is an identifier: name, sign, symbol, design, term, or some combination of these definitions that identifies the offer and helps simplify the choice for the consumer.
- it is a promise: an expected product or service that the company offers to provide to people who interact with it.
- it is an asset: a certain reputation in the market that can stimulate price bonuses and preference in customers’ choice of goods from a particular supplier.
- it is a set of ideas: the total combination of all concepts in which people believe, think, see, know, feel, hear, and feel about a product, service, or organization.
- it is an “intellectual element”: a unique position that a company or offer occupies in the mind of a client, based on their experience and what they expect in the future.

A brand consists of a set of a special elements that distinguish the goods and services of one seller from another: name, term, design, style, symbols,

customer contact points, etc. Together, all elements of the brand work as a psychological trigger or stimulus that evokes an association with all the other thoughts and ideas of the audience about this brand.

Brand identity is a set of visual components of the company, which are created to increase its awareness, prestige and form the image of the company in the eyes of consumers.

The design of the brand identity should be exclusive in origin, and all the following design components should have the similar style and visual presentation:

- logo, brand name;
- slogan;
- Mailbox name;
- signature in e-mail correspondence;
- uniforms for staff;
- business card;
- fonts;
- website;
- pages in social networks;
- marketing materials such as brochures and leaflets;
- billboards and posters;
- packaging;
- design of templates, signatures.

Brands combine tangible and intangible elements:

- visual design elements (logo, color, fonts, images, slogan, packaging, etc.);
- distinctive features of the product (quality, sensitivity to design, personality, etc.);
- intangible aspects of customer experience with a product or company (reputation, customer experience, etc.).

Branding is the act of creating or creating a brand that can occur on several levels:

- company brands;
- individual product brands or branded product lines;
- a certain organization that works to create customer loyalty;
- famous personalities (Lady Gaga, Stella McCartney, Paul Gauthier);
- events (Susan G. Comen the race for treatment);
- places (Las Vegas).

One of the most recognizable by the target audience and an essential element of brand identity is *the logo and brand name*.

A logo is a symbol consisting of text and a brand name that identifies a business [2, p. 8]. The term logo comes from a combination of “logos” – a word and “typos” – an imprint (in Greek). The concept became widely used in the 19th century, to identify companies when entrepreneurs began to massively produce to the market: cereals, soaps, cookies, etc.

*Font logo* is a verbal symbol that is created solely based on letters and cities and only the name of the company. The font logo can be simplified during design to initials of 1-3 letters. The main task of this type of logo is to help increase brand awareness, and they usually do not go out of fashion, as they are timeless and versatile. Some of the most famous world brands use only font logos, for example: Google, Coca-Cola, FedEx, etc. The advantages of font logos are that they do not need any additional element and design to highlight them. They are memorable for their simplicity and, if designed correctly, can be legible on any medium and any size.

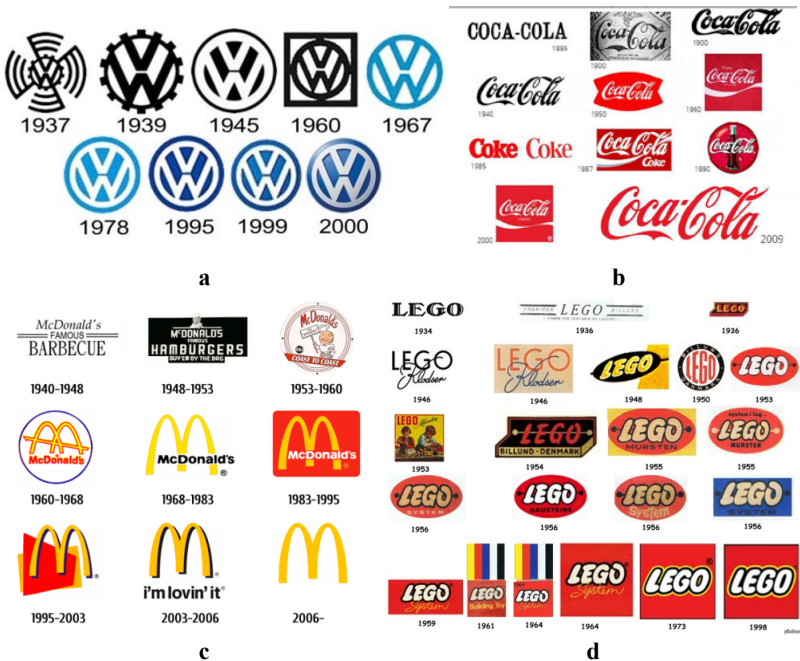
A graphic element next to a logo or an image that is used as a separate component of the corporate style is called a trademark. It can be abstract in the form of a symbol or literal illustration. The main task of the trademark is to identify the brand, broadcast additional information and create an emotional accent. The logo is designed to demonstrate the company's activities and brand values.

Emblem from the Greek (insert, inlay) is a symbol that depicts a certain specialty, idea, or value [2, p. 42]. A significant part of the emblems has a relief design, presented in the form of an insert or a substrate. Considering that logos have an advertising function, the emblems are quite often symbols, so they are developed without the goal of stimulating sales of goods or services. However, emblems can be an excellent way to distinguish a brand against the background of monotonous logos of competitors and attract the attention of the target audience. Most often, emblems are used to denote sports teams, clubs, faculties, universities. Usually, these are graphic symbols piled up with various details with a combination of several shades. Such “overflow” is a normal phenomenon for an emblem, but unacceptable for signs and logos. A logo differs from an emblem in that the former does not require a deep meaning. The task of the logo is to be recognizable and recognizable, to identify the brand. And

the emblem expresses more the meaning, the idea of the company thanks to which it was created.

Logo design is the process of creating the perfect visual embodiment of brand identity for a company. Depending on the type, the logo usually consists of a stylized brand symbol, which may include: font elements, images, emblem, letters, monogram, slogan companies, etc. (Figure 1).

However, the logo embodies a much more powerful content load than just a brand identity symbol. A well-designed logo also tells the story of the company, broadcasting the messages underlying the brand in such a way as to help establish an emotional connection with the company and its target audience.



**Figure 1 – Redesign of logos of world-famous brands throughout the history of companies: a – Volkswagen, Wolfsburg, Germany; b – Coca-Cola, Atlanta, USA; c – McDonald's, Chicago, USA; d – LEGO, Billunn, Denmark**

Logo design occupies one of the most important places in the development of brand identity. The main tasks that logo design solves:

1. Makes a first impression in a game, which encourages customers to interact with the brand in a certain way.
2. Contributes to the creation of brand identity.
3. Gives the company a symbol by which people can better remember this brand.
4. Distinguishes a brand from its competitors.
5. Promotes brand loyalty.

The main components of the logo include: name, color, fonts, image (picture), slogan, etc.

*The color scheme* of the logo goes far beyond aesthetic appeal – it is the main communicator between the brand and its target audience. Colors are translators of additional information about the brand to the audience, a certain combination of colors informs about the brand's belonging to several types of activities, creates a certain perception of the brand: playful or serious, innovative, or useful, advanced, or timeless and stable. The color palette of the logo can be composed of one color or several colors, although two- or three-color combinations are recommended and more effective. The colors chosen for the logo design will be used in other branding materials in the subsequent design.

*Fonts* – letters that are in the logo, arranged in a specific compositional design solution in [3, p. 10]. There are logos built around a single letter, monogram, or even the full name of the company.

The image can range from the simplest arrow to a detailed reproduction of an abstract image. It can be an icon, a symbol, an illustration – an image that represents a brand, product, service, story, or value that a company conveys.

*The slogan* is usually outlined under the logo and consists of a sentence or phrase intended to dialogue with the audience, or clarify the activities, values, or position of the company [7]. Logos do not necessarily have to be accompanied by a slogan, but it is a phrase that helps to better perceive image of the logo and decipher the abstract in the interpretation of its concept. The harmony of the slogan with the logo is to communicate the meaning that tells customers about the product.

Depending on the company, audience, message, and logo design, the effectiveness of a logo can be quite subjective and variable in the industry

or business. However, there are four general principles to follow when creating a logo:

1. The logo should be appropriate for the audience.

The best logos are not the brightest, but those that resonate with their target audience. Logos represent not only the company, but also the people they turn to. For example, the use of bright and flashy colors is not permissible for the design of the logo of the funeral home, at the same time, the use of colors with iron is inappropriate for the organizer of children's holidays, etc.

2. The logo should be easy to read.

This principle is especially relevant for font logos (logos that consist only of text), but it is advisable to follow it when designing logos of any style. For example, I will develop a text that is too difficult to read and understand, which will force the viewer to decipher the meaning of this logo, the viewer will quickly lose interest in the information presented, because of which the brand will lose a potential client. The logo design should be easy to understand briefly.

3. The logo should be clear.

When designing a logo design, taking inspiration from industry trends is always a good starting point, however, it should be noted that the purpose of the logo is to distinguish the brand from its competitors. The distinctive logo is well remembered by the audience and is a kind of reminder to customers why this particular brand is the one to which they should be loyal.

4. The logo must be scalable.

Usually, the logo is placed in a prominent place on several media channels, and in varied sizes. Therefore, the best logos are versatile enough to be used in different variations and can also be easily scaled to suit any branding need. One of the rules of good branding is that logos should be placed anywhere in your product, company, and brand. So, there are different ways of using the logo: websites, business cards, marketing materials, presentations, company communications, etc. (Table 1).

Elements of brand identity are most often used during various advertising campaigns and on advertising media. There are two main types of advertising: traditional and digital. *Traditional advertising* includes:

– Printed products – various publications of an advertising nature in magazines, newspapers and other types of periodicals, as well as booklets, leaflets, etc. Hand-held advertising is an effective way to attract an audience;

Table 1 – Ways to use the logo

Type of advertising medium	Method of using the logo
Websites	Displaying the logo at the top of the site increases brand visibility and instantly informs consumers who they are visiting.
Business Cards	Placing the company logo on business cards is important because business cards refer to the interactions of communication with customers, partners, etc., not only for the purpose of providing information about the brand or its representative, but also as a way to protect this information that the client can access at the right time.
Marketing materials	When creating marketing tools, or materials, the company logo should be placed on: peclam materials, brochures ah, packaging these products, publications on social networks, newsletters, etc.
Presentation	Business presentations should always contain a clear designation of the brand that they represent, symbolized by the company logo.
Company Communications	The inclusion of logos in business letters, emails, memos, and other messages strengthens the brand's position not only for customers but also for company employees, linking the company's culture to the brand that represents it.

– Billboards. Reclamic shields can be static or movable and serve as an advertising platform for a product, service, etc.;

– Reclama on television. Television advertising was the trendiest way to show the product to the audience. Television has a wide audience and belongs to effective channels to promote the brand and product among the consumer audience;

– Advertising on the radio. Radio advertising broadcasts only audio messages, however, as before, before the advent of modern technologies is an effective way to attract the target audience.

*Digital advertising* includes:

– Advertising in social networks. Social media platforms are popular platforms for broadcasting a variety of advertising campaigns. Search and display advertising;

– Search engines. This form of advertising is used for retargeting and remarketing to your target audience;



- Mobile advertising. Advertising on mobile devices may include SMS advertising, in-app advertising, and website ads aimed at mobile users;
- Pop-ups. Websites and services.

So, brand identity is effective for both digital advertising and analog advertising.

The *slogan* is also an essential element of brand identity – it is a short thesis that concisely and clearly conveys the brand’s message and is easily remembered by the target audience. A brand message is a brand’s value proposition that a company aims to convey to a target audience through a brand personality to define brand positioning. Thus, the brand message is the message conveyed to the company’s target audience through its products and its verbal and non-verbal communication messages that describe its activities and its difference from others.

The slogan is a brief description that acts as a catch phrase of the brand and builds the brand personality, which, in turn, helps in establishing brand positioning in the market [5]. Brand personality refers to the association of human characteristics and traits with a brand that customers can relate to. That is, it is the personification of the brand, a kind of set of human traits and characteristics assigned to the brand.

Brand individuality arises when human-like adjectives – e.g., unique, caring, funny, dependable, creative, straightforward, dishonest, rebellious, etc. – are attributed to the brand. The concept of brand personality will be better understood by the target audience if you personalize the brand as a person. That is, during the development of the slogan to answer the following questions:

- How would this person speak?
- How would he/she behave in certain situations?
- How does he/she dress?

Branding is a much broader concept than just a name, logo, and slogan. It involves assigning characteristics and properties inside and outside the proposal to give this general proposal an identity that is different from those on the market.

In addition to the fact that the personality of the brand is necessary for the differentiation of the product in the market, there are other key factors why the personality of the brand matters: pcalls the brand image; regulates the brand offer; pcalls the emotional connection; poles communication, etc. (Table 2).

**Table 2 – Factors that affect the personality of the brand**

Factor name	The influence of the factor on the personality of the brand
Brand image development	Both brand identity and brand individuality are two interrelated tools that help create the desired brand image in the market. While the brand identity determines the strategy of brand behavior in the market, brand identity visualizes this strategy, which in turn leads to the creation of a brand image.
Brand offer regulations	Customers use the same products of varied brands in diverse ways. That is, the personality of the brand teaches customers how they should use the brand's products.
The development of emotional connection	The brand's personality helps to develop an emotional connection with like-minded people who are looking for more than just tangible offers from the brand. This emotional connection also helps the brand develop more meaningful brand interactions and start with customer-driven marketing strategies like verbal marketing, loyalty marketing etc.
Facilitating communication	Having a personality makes it easy for a brand to communicate effectively with customers, mainly because customers can associate the traits, they possess with the personality traits that the brand possesses.

The fact that the slogan belongs to important parts of the brand is that the slogan belongs to important parts of the brand. And for example, some brands are even recognized by their slogans and their positioning in the market is influenced by their slogan. Slogan is a powerful communication message that becomes a public intrusive message that is fixed in the memory of the consumer. The slogan conveys the personality of the brand to the consumer in simple, understandable words and, if created correctly, conveys a general idea of what the brand offers to its audience.

Different companies have different marketing goals and want to position themselves differently. Some want to convey an emotional message, and some want to take advantage of the facts. Some want to be directly obvious, and some want to remain mysterious. Therefore, slogans can be divided into seven types: imperative; descriptive; provocative; wonderful; interrogative; concretizing; visionary (Table 3).

An essential element of brand identity is also the *e-mail signature*, which is a block of text that automatically appears at the end of an e-mail message. It is used to provide recipients with contact data of the company and its representatives, such as: name, position, phone number, e-mail address (Table 4).

**Table 3 – The main types of slogans**

Slogan type name	Description	Examples
Imperative	Imperative slogans usually begin with a verb and instruct clients to perform a specific action that has to do with the vision of the brand, mission, or personality. These slogans are usually used by brands that want to sound bolder, sharper, and more influential, that is, they are usually used by brands that want to be part of the schedule of the target audience.	Nike – just do it. YouTube – broadcast yourself. Coca-Cola – open happiness.
Descriptive	As the name suggests, descriptive slogans are the simplest, that is, those that describe the brand’s offering, advantages, and/or brand promise in simple terms.	Walmart – Save money. Live better. KFC – it’s fingers Likin’ Good.
Provocative	Provocative slogans provoke thoughts and stimulate the audience. They are designed to evoke emotions and make the client stop and think.	Adidas – impossible is nothing. Under Armour – I will. Dove – You are more beautiful than you think.
Perevazhing	Higher degrees of comparison. “The best student in the classroom”, “Excellence is in our blood”, etc. are examples of tags that use the highest degree of comparison to position themselves as the best in the market.	Budweiser – king of beer. BMW the ultimate driving machine.
Interrogative	Some brands use questions to direct the audience to perform an action, make them think in a certain way, or communicate any other message.	Does California Dairy Council have milk?
Specific	These slogans cleverly use words to reveal a brand product or business category and make it memorable. Simple, understandable slogans, similar in format to ads.	Volkswagen drivers are wanted. Olay – love the skin you are in.
Visionary	Visionary slogans convey the vision of the brand to the target audience.	GE – Imagination at work. Avis – We’re trying harder.

However, electronic signature is an important means to demonstrate the professionalism of brand representatives [4, p. 60]. To improve the standard signature in the company’s e-mail, it is worth including it as well: company logo, brand elements, website, and other elements (Table 5).

**Table 4 – Professional email signature required items**

<b>Business card item name</b>	<b>Main characteristics</b>
Name and surname of the employee	According to statistics, more than 30% of signatures email correspondence of companies do not contain the name of the person who sent it, which affects the reputation of the organization as a whole and its perception by customers. In business correspondence, the use of a nickname is acceptable.
Post	Allows email recipients to know who they are dealing with. Clients can operate on the job title in the future to understand the structure of your organization and how it works.
Company name	It is written using text, but the use of a corporate logo is more presentable.
Phone number.	The main employee number, whether it is a landline or business mobile phone. It is also widespread practice to include a country prefix if the organization has international relations or has offices in other geographic regions.
E-mail address	Adding an e-mail address is desirable because some mail services “hide” the email address in the header of the email, showing the recipient only the sender’s name, so this element is important overall.
Website	Adding a link to a company website is a great way to get additional online traffic, especially considering how many emails your organization sends per day.

**Table 5 – Optional items for a professional email signature**

<b>Business card item name</b>	<b>Main characteristics</b>
Company logo	Since the signature in e-mail correspondence is an element of brand identity, it is especially important to consider e-mail as a unique, worthy of special attention opportunity, to use it like any other brand element, respectively, placing the brand logo in the signature.
Links in social networks	To promote social presence, the provision of a link to the brand’s social networks should be considered as one of the possibilities for additional search for customers, or a dialogue with them, it is worth considering corporate emails as an additional advertising platform of the company.
Advertising banners/ advertisements	Adding banners to your email signature is useful for promoting products, services, and events at the right time and for the right people. In addition, they serve as an additional source of information in correspondence.
Photo images	Creating an email signature with a photo image can help create an extra layer of professionalism and trust among the recipients of the letter. This is especially attractive, for example, in industries such as real estate.

Another essential element of the brand identity is *the uniform for staff* [6]. A uniform is a type of clothing worn by members or representatives of an organization when participating in its activities. In the modern world, uniforms are most often worn by the armed forces and paramilitary organizations, which include: police, emergency services, guards. In some countries, officials also wear uniforms in the performance of their duties. For example, the U.S. Health Service corps, or French and prefects.

The main reasons that influence the decision of the company in the form of work:

- creating an attractive business image. Since, as a rule, the first impression and judgment in society is formed by appearance and clothing, the choice of the appropriate uniform of an employee can immediately create a professional business image that attracts and helps retain customers;
- it helps to promote the brand. When employees wear uniforms with corporate logos and colors, they help the company differentiate its business in the markets it serves;
- free advertising. A well-designed work uniform worn in public becomes a kind of “advertising billboard”, promoting the company’s products and services “for free”;
- protection of employees. Uniforms provide functional benefits such as safety for the wearer. For example, flame-resistant overalls can help prevent injuries from accidental arc flashes or flashovers, and high-visibility uniforms for highway maintenance personnel can help protect them from being hit by motorized vehicles;
- increased security. Company uniforms with specific styles or colors quickly define who does or does not belong in certain work areas or workplaces;
- prevents contamination of the product. The State Sanitary and Technical Regulations (DSTU), developed specifically for the food industry or the health care industry, prescribe requirements for reducing the threat of contamination of products produced by enterprises, including protective clothing for personnel. There is also a uniform designed to dissipate static electricity, which helps prevent damage to sensitive electronic components;
- creates team spirit. Work uniform promotes a sense of team spirit and a sense of belonging. This, in turn, can increase labor productivity;
- assistance to employees. The employer provides uniforms to the staff, saving employees costs for work clothes;

– improvement of relations with clients. The working form immediately identifies company representatives who can be contacted for information during a purchase (for example, in a supermarket or store), thereby improving overall customer service;

– promotes company pride. Work uniforms help to instill a sense of pride and responsibility and can turn employees into “brand ambassadors” outside the actual workplace [1, p. 188].

*A business card* also belongs to the elements of brand identity – it is a small printed, usually paper card that contains business information: name, contact details, and brand logo. The design in the izitna card is an integral part of branding and should act as a visual embodiment of brand design. The business card is an additional carrier of information during the first meeting with a brand representative, it also serves as a source of communication with a potential client, encouraging customers, for products or services of interest, to get in touch or visit the company’s website for more information.

To create the most informative, aesthetically attractive, and compositionally balanced business card, you need to know its main components:

- Logo, brand and sign, or emblem;
- Name of the company with slogan;
- the name of the representative person of the brand, company, or person to whom the consumer can contact;
- psedimentat the representative of the brand, company;
- to the website of the brand, company;
- the contact data of the company, or its employee.

When developing a business card design, it is advisable to focus not only on graphic elements and the text that is planned to be placed in it, but also to consider the balance of free space around these elements [6]. Designers call it “negative space”, or negative simple or – free space formed between, inside or around the elements. It belongs to the most popularx artisticx techniques used by graphic designers. Its essence is the effective use of space inside or outside the main content.

Thanks to this technique, it is possible to compose a completely new image from forms that are different in content, that is, a counter-form is an artistic technique that allows you to create a new image from forms that are different in content. Moreover, the viewer perceives, first, the form to

which his attention is directed. The most famous example is the logo of the American delivery service FedEx, the text of which contains a graphic image of an arrow, which gives the logo dynamism.

One of the modern and essential elements of brand identity for the company's image is *the website* – it is a set of web pages of related content that is identified by a common domain name and published on at least one web server. Among the well-known world examples there are wikipedia.org, google.com, Ukrainian: Prom.ua, olx.ua, etc. A web page is a hypertext document that is provided by a website and displayed to the user in a web browser. A website usually consists of many web pages linked together in an agreed way. The name “web page” is a metaphor that personifies paper and sides intertwined into one book.

A domain name is an identification string that defines the scope of administrative autonomy, authority, or control on the Internet. Domain names are used in various network contexts, as well as for naming and addressing purposes for specific programs. The Internet, the server computer on which the website is hosted, or the website itself or any other service transmitted over the Internet.

All public websites are aggregated into a worldwide network. There are also private websites that can only be accessed on a private network, such as the company's internal website for its employees. Websites are usually dedicated to a specific topic or purpose, such as news, education, trade, entertainment, or social networks. Hyperlink between web pages controls the navigation of the site, which often starts with the home page.

The design of a web site, as an element of brand identity, should contain its main components: banners, colors, logo, fonts, slogan, contact information, links to social media, etc. Photos and text content should be maintained in the same style and manner of presenting information and communicating with customers and correspond to the mission, vision of the brand, and promote its values from the pages of the site [1, p. 73].

*Social media (social networks)* is also one of the essential elements of brand identity – it is any digital tool that allows users to quickly create and share content with the public. Social media covers a wide range of websites and applications. Some of them, such as Twitter, specialize in link exchange and short written messages. Others, such as Instagram and TikTok, created to optimize the sharing of photos and videos.

The uniqueness of social media is that it is publicly available and uncensored. However, a number of social media companies impose certain restrictions on content, such as the publication of images that show scenes of violence, prohibited symbols, or the naked body. However, there are far fewer restrictions and censorship of content on social media compared to other mass media such as newspapers, radio stations and television channels. Today, with access to the Internet, anyone can create an account and register on social networks. Accordingly, the owner may use this account to share any content he intends to share with an audience, and the content he shares is freely available to anyone who visits his page or profile.

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real time. Although many people access social media through smartphone applications, this communication tool began with computers, and social media can refer to any Internet communication tool that allows users to widely share content and interact with the public. The ability to share photos, thoughts, and events in real-time has had a significant impact on the way people live today and has also changed the way businesses are run.

Since social media covers many diverse types of websites and applications, the function of these tools also varies. However, most social media sites start with the user creating a profile, usually providing a name and email address. and share it. For example, an Instagram user with a new account can take a picture and share it on their profile with a caption. In addition to creating content for their profile, social media users can find other users whose content they want to be forged or commented on. Depending on the type of social networks, the user can “follow” another user, add it as a “friend” or they can “subscribe” to another user’s page.

Social media often uses “channels” that allow users to stream video content. Social media companies use algorithms based on a user’s profile data to determine the content and the order in which it appears in the consumer’s feed. Thus, article of news will highlight content from users who are surrounded by the viewer, as well as from organizations that pay to promote their content. Table 6 shows several of the main types of social networks, as well as some examples of them.

Consequently, social networks provide a wide range of business opportunities, as they provide companies with unlimited access to the target



audience. Therefore, in modern realities, companies and brands have a profile, or page on social networks. The official page, or company’s social media profile, contains the following elements of brand identity: logo, fonts, colors, banners, posters, links to a website, etc., as well as information about the product or service that the brand produces.

**Table 6 – Types of social media**

<b>Media type</b>	<b>Specifications</b>	<b>Examples</b>
Social networks	Social networks specialize in connecting and sharing opinions, ideas, and content with other users, often with users who share tastes and interests	Facebook, Twitter, and LinkedIn
Media networks	Unlike social networks, which specialize in users sharing and sharing raw thoughts and ideas, media networks specialize in distributing content like photos and videos.	Instagram, TikTok and YouTube
Discussion networks	Is the perfect outlet for posts that can spark in-depth discussion among users. Users can leave detailed responses in the comments section, and other users can directly respond to these comments, allowing conversations to grow and grow organically.	Reddit, Clubhouse
Overview networks	Users could add reviews as well, on some platforms and order, certain places, products, and services. Users can directly interact with those who leave reviews, just like the companies they are reviewing.	Yelp, Booking and TripAdvisor

Marketing materials is a set of products designed to support a brand and deliver a message that customers can easily identify and consume [9, p. 292]. It can be either printed or digital material that is used to support a larger advertising message, such as encouraging customers to contact a business or visit a location. Marketing materials include any media material used to promote the company’s products or services, including:

- printed in production: posters, booklets, brochures, catalogs, and leaflets.
- digitalin products: catalogs, banners, and digital magazines.

That is all, what a business can use to convey a message about your company’s brand is marketing materials.

In the past, businesses relied heavily on printed materials. However, these traditional methods, which require direct contact with consumers, are no longer the only option. The Internet enables brands to reach more consumers than ever before, without relying solely on face-to-face interaction.

The transition to online media has opened endless opportunities for companies to promote their products and services. In today's world, a company can send personalized emails, which are a gateway to send information to the consumer of any content, an unlimited number of recipients. Thus, all branding information that the consumer sees on the Internet can be considered marketing materials: electronic magazines, technical documents, blog posts, digital annual reports, etc.

Elements of brand identity also include *billboards and posters*. A billboard is a large outdoor advertising (billboard) design that is usually found in areas with active car traffic, such as highways, highways, and roads with busy traffic. Billboards feature advertisements in a large format aimed at passers-by pedestrians and passing drivers. Usually, billboards demonstrate advertisements containing witty slogans and excellent visual effects to attract maximum attention.

Usually, the largest-sized billboards are located on major highways, expressways or main arteries containing high-density passenger traffic (for road transport). They provide the most visibility not only due to their size, but also because they allow the designer to demonstrate a creative approach and influence the audience with enhanced features and the application of additional elements.

Posters are another ordinary form of billboards located along primary and secondary arterial roads. Posters are of a smaller format and are viewed by residents and suburban traffic, with an exposition convenient for perceiving pedestrian information.

Billboards and posters can also be found on the facades of buildings, shopping centers, subways, bus stops, etc. [8]. Sizes, billboards, banners and billboards located on the facades of buildings are often large, which allows them to dominate their space and attract the attention of consumers as much as possible.

Advertising banners are large outdoor advertising structures designed to attract the attention of a specific target demographic group. Unlike billboards, which are often placed along busy roads or on the sides of large buildings, banners are usually placed on scaffolding around construction sites, around sports grounds and in other high-traffic areas.

The use of billboards, posters, and banners in the reclame have their advantages:

– provide a creative, oversized outdoor advertising option that can easily create a first impression and spread your brand’s message to potential customers who drive or walk on strategically placed ads.

– at the expense of their generous size and ability to cover the large audience of viewers, accommodation, billboards attract the attention of potential customers, while showing their message in such a way as to attract consumers.

Billboards and posters are examples of classic analog advertising media that fall into the viewer’s field of vision at their location. They are designed to attract customers with vivid images, slogans, informative messages, and clear visual effects. The economic efficiency of billboards depends on their size and location. Illuminated billboards can be used to spread a brand message at any time of the day.

*Packaging* and its design also belong to essential elements of brand identity, which have a powerful lever of influence on the consumer [1, p. 98]. *Packaging design* is the connection of shape, structure, materials, color, images, fonts, and regulatory information with auxiliary design elements to make the product suitable for marketing. Its main objective is to create a vehicle that serves to keep in shape, protect, transport, issue, store, identify and distinguish a product in the market. The goal of packaging design is to achieve marketing objectives, clearly communicating the identity or function of the consumer product and generating sales.

There is a wide variety of products that fill the shelves of an ordinary supermarket. Department stores, mass market, specialty stores, retail outlets and the Internet – can all and elements of retail, where products materialize in the minds of consumers and attract their attention through packaging design. The hugeness of choice among consumers leads to product competition, which, in turn, contributes to the need to divide the market and differentiate the product (Figure 2).

In consumer society, products and the design of their packaging are so intertwined that they are no longer perceived as separate objects or, ultimately, objects of need. Successful packaging design creates a desire to purchase the product. Planning, execution, pricing, placement, promotion, advertising, merchandising, distribution, and sales are part of a combination of measures related to the movement of goods from manufacturer to consumer. Packaging design is one of the components of



Figure 2 – Packaging design of the Ukrainian factory KOMBI: a – samples of products of the “Peony” series; b – toning balm; c – micellar water of the “Snail” series



Figure 3 – Sample of redesign of eyebrow paint packaging of the Ukrainian factory KOMBI: a – 2010; b – 2013; c – 2018; d – 2021

this multidimensional series. Good packaging can easily inspire confidence and allow the brand to set product pricing y. Regardless of whether a new packaging design is being created or an existing design is being rebranded (Figure 3), there are basic principles that should be followed by a modern designer when designing packaging (Table 7).

*Design templates* also belong to the components of the brand identity – they are pre-made templates and documents that can be customized. Templates are often designed to meet certain standards or specifications, so they are agreed between users and media. The consumer can use pre-designed templates from template libraries and websites or create their own templates for later use.

**Table 7 – Basic principles and requirements in packaging design**

<b>Visual characteristics</b>	<b>Principles of technical approaches in design development</b>
The packaging design must be a true reflection of the brand, and/or product	Refuse excessive promises, or underestimation. Packaging should be a mirror image of the brand or product. The packaging design forms a moment of expectation for the consumer who looks at the package, respectively, the brand should not disappoint customers or mislead them in what they do not expect. Use the front of the packaging (customer side) to clearly express brand information, or product. For this purpose, both methods of transmitting information are used: visual and verbal.
Packaging design must be consistent	The product may have several options, packaging formats or be sold in varied sizes. It is important that they all look one-shaped, that is, they have a common visual and verbal style that will guarantee the brand that customers will identify it (Figure 3). Consistency always inspires customer confidence.
Packaging design must be clear and accurate	Using packaging as a means of advertising, the company can broadcast its message on the packaging. Using packaging planes as a means of contact with customers, a company can get additional opportunities, as well as ways to gain trust in its brand.
Packaging of varied brands should be different, that is, have their own unique design	Differentiation of packaging using the format, shape or color palette helps to attract the attention of the client on the store shelf. The target audience associates certain brands with a certain color with great ease, the client immediately recognizes the packaging of the necessary goods on the supermarket shelf, even without reading the names of the trademarks on the labels. The power of differentiation lies in the recognition of the product by the shape, color, and design of packaging by the client among other products.
Packaging design must be functional	Modern requirements for brands are to take care of the ecological footprint of their packaging. In international transits, the cost of transportation is occupied by cubic meters, therefore, a package of the optimal size should be produced to avoid air transportation. Also, attention is required by the packaging of materials and the shelf life of products, therefore, packaging should be suitable for recycling, if possible. And, of course, you should comply with all legal requirements for sanitary standards.

Design templates save marketers (business owners, or even designers) the energy needed to reproduce the same design repeatedly. They are created according to certain samples, so the client only needs to spend time filling in the basic details. Design templates also save time. For example, before the deadline for submitting material for printing business cards, announcements, or flyers, or during preparation for the launch of a restaurant and there is a need to update the menu.

Design templates also help maintain brand recommendations and consistency. When a company defines a brand, creating design patterns for all major visual, written, and print components can help maintain consistency within the organization, regardless of who creates the advertisement or marketing asset. They can be used for most types of content, be it print, digital, written, or visual.

So, the important components of the brand identity include: logo, brand name; slogan; signature in electronic correspondence; staff uniform; business card; fonts; website; pages on social networks; marketing materials such as brochures and leaflets; billboards and posters; packaging; design of templates and signatures. All these components form a set of visual elements of brand perception, which are designed to identify it by the client, increase prestige and form animage in the company in the eyes of the end user.

### **Conclusions.**

The peculiarities of brand identity design were studied, and its main components were established. An analysis of logotypes and methods of its use was carried out during the development of the design of the corporate style of the brand's websites, business cards, marketing materials, presentations and communications of the company. The factors that influence the personality of the brand and its role in product differentiation on the market have been studied. A typology of slogans was developed, and it was established that they have seven main types: imperative, descriptive, provocative, wonderful, interrogative, concrete, visionary.

Research into the essential and optional elements of a professional email signature has shown that an electronic signature is a powerful component of brand identity. A study of staff uniforms as an element of brand identity was conducted and the main reasons that influence the company's decision in choosing work uniforms were established. The main components

of a business card were analyzed, and it was established that during the development of a business card design, in addition to its main elements, the negative space also plays a key role. The peculiarities of the website as a component of the brand identity were analyzed and it was established that it should contain the main elements of the brand, identical to the corporate design. An analysis of social networks was carried out and their typology was provided. Marketing materials and billboards were studied, it was established that there is a great variability of their interaction with the public, as well as their wide online application in modern design. It has been established that package design relates form, structure, materials, color, images, typefaces, and regulatory information to supporting design elements to make the product suitable for marketing. An analysis of the main principles of packaging design was carried out. It is established that the components of the brand identity must have an exclusive design, a pronounced uniform style and visual presentation.

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