

FEATURES OF CORPORATE STYLE DEVELOPMENT OF SOCIAL INFRASTRUCTURE OBJECTS

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The work is devoted to the development of the corporate style of social infrastructure objects on the example of creating a design project of the corporate style of a zoo. The logos of the zoos of the world were studied and their characteristic features were determined. It has been established that the logos of zoos use mainly the natural colors of vegetation characteristic of the region that is most represented in the zoo, sometimes the colors of animal fur. The graphic components of the corporate style were developed – the logo and patterns, based on which the design of printed and souvenir products was proposed. The advertising campaigns of the world's zoos were analyzed and the design of the outdoor advertising of the zoo was proposed.

Keywords: corporate style, design project, logo, object of social infrastructure, zoo, advertising product.

Introduction.

Environmental problems are one of the most urgent, global, and those that require an urgent solution today. There is a rapid increase in public activity aimed at improving the environmental situation in large industrial centers of the world, where a high level of environmental pollution is recorded as a result of human activity. These problems are significant for society, because they affect the most important thing in our lives – the possibility of safe existence and preservation of biodiversity. The environment of a modern person is to a large extent an artificially created living environment, which is formed by both biological and social factors, which are related to each other. Optimizing the state of the urban environment, ensuring the necessary level of ecological comfort of the

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population is carried out at the expense of complex solutions, in particular by arranging parks, squares, zoological parks, etc. The regulatory legal acts of Ukraine state that “the zoological park is a nature conservation, cultural, educational and scientific research institution, which was created for the purpose of organizing environmental educational and educational work, presenting exhibits of rare, exotic and local species of animals, preserving their gene pool, studying wild fauna and the development of the scientific foundations of its breeding in captivity” [1]. Within zoos, the following zones are distinguished: exhibition, scientific, recreational and administrative and economic.

In today’s conditions, the influence of the image formed with the help of corporate style is of significant importance for the company’s competitiveness, contributes to its recognition among consumers and strengthening of its position on the market. Corporate style helps to express the mission, vision and values of the company, therefore it is an important intangible asset, while it performs many functions – informing, advertising, communication with the consumer, aesthetic vision of the world and ethical values of the company. In the modern information space, corporate style is important not only for commercial companies, it is an integral part of the promotion of cultural and educational organizations.

The corporate style of social infrastructure objects, which include, in addition to zoos national parks, reserves, sanctuaries, recreation areas, etc., helps to set up communication with visitors, makes their stay on the territory more convenient and pleasant, facilitates navigation. Various objects, such as zoos, can carry not only an entertaining, but also an educational function, telling children and adults about animals, their places of residence and habits, and can also conduct charity events for the preservation of wildlife. Therefore, a comprehensive approach to the development of the corporate style of social infrastructure objects, which will contribute to the implementation of cultural and educational and other functions, is relevant.

Statement of the problem.

The goal is to investigate the peculiarities of designing the corporate style of social infrastructure objects, to establish their main components and to develop a design project of the corporate style of the zoo.

Results of the research and their discussion.

In the conditions of market competition, every company needs to declare itself, to make sure that consumers choose them from a number of similar products and services. This can be done most effectively with the help of a well-thought-out corporate style. Corporate style is a way of identifying a company, the main purpose of which is to create an original identity that will distinguish the business from competitors. This is one of the most common types of advertising, which is used by private and public organizations of all spheres of activity – from retail enterprises to educational institutions. However, in today's environment, if a business wants to be competitive, it must respect and apply the principles of sustainable development. Authors V. Paurova and D. Chlebkova indicate the importance for business of combining sustainable development and corporate identity in the context of globalization. Measures to preserve natural resources and protect the environment today should be part of any corporate style from the point of view of sustainable behavior [2].

Researchers N. Kaporcic and A. Halinen draw attention to the fact that today corporate style is not static, but is constantly developing and forming, including as a result of communication of company employees in social networks [3]. Scientists O. Vostriakov and G. Volokhova consider corporate style, image and reputation as elements of corporate intangible assets that not only affect the perception of the company, but also, as a result, improve the economic indicators, competitiveness and position of the company in the market [4].

The concept of “corporate style” appeared under the influence of the work of the architect Peter Behrens, who at the beginning of the 20th century created the image of the company according to all the principles of corporate style development. These principles are still used by designers today. A. Godin defines corporate style as “...a number of techniques (graphic, color, language) that ensure some unity of all the products of the enterprise (firm, company) and distinguish them from the products of competitors” [5]. The author singles out the following as the main carriers of corporate style elements:

- printed advertising of the company: posters, postcards, prospectuses, catalogs, booklets, calendars, etc.;
- souvenir products: polyethylene bags, fountain pens, tableware, greeting cards, etc.;

– elements of office management: forms (for international correspondence, for commercial letters, for orders, for internal correspondence), register folders, branded blocks of papers for records, etc.;

– documents and certificates: passes, business cards, employee certificates, etc.;

– elements of office interiors: wall calendars, large-format stickers; the entire interior can be decorated in corporate colors;

– other media: packaging paper, labels, invitations, employees' clothes, images on the sides of the company's vehicles, etc. [5].

We can single out a number of advantages that the presence of a corporate style gives to a company. Firstly, it significantly increases the effectiveness of advertising, and secondly, it simplifies the search for the necessary product or service, both among competitors' products and among its own products, for example, by using catalogs or the company's website. Thirdly, it raises the corporate spirit of employees. Fourthly, it forms a favorable image of the company, its visual environment. So, the corporate style allows you to create a certain image of the company that will be recognizable to consumers. Thus, it is more likely that consumers will prefer these products or services, especially if the company has established a good reputation in the market. At the same time, the corporate style should form the unity of all objects related to the company and its activities. In addition to goods, this also includes the design of premises, transport, video advertisements, the dress code of employees, etc.

The creation of a corporate style is formed primarily by means of graphic design, which are used to develop various elements, thanks to which the necessary expressiveness and memorability of the company's corporate style is achieved. Gabrielyan T. gives the following definition: "Corporate style in graphic design is a set of graphic means of visual identification and communication of the company, designed to create a recognizable project and advertising image" [6]. The presence of a corporate style allows you to make a positive impression on the consumer, create and consolidate the company's reputation. The basis of any corporate style is the idea of an image of how exactly the company positions its activities on the market. The idea should convey not only information about what the company does, but also its nature, status, principles of work. It is this idea that should be traced in all elements of the company's image, be its basis.

A key element of a corporate style is a logo – an image that combines all the attributes of a business into a recognizable sign, the creation of which is often based on the study of the company's mission and the synthesis of its ideals in a symbol [7]. The company logo is the image element that will be located on all corporate identity media, from business cards to external banners. This means that the logo must be well recognized in both small and large formats. It should not contain too small elements and complex visual images, while taking into account how the logo will look on a light, dark or colored background. At first, usually, the logo is made in black and white and only then another version is developed using no more than 3-5 colors, since a greater variety will not be perceived when scaling the logo. A brand logo is a fundamental visual part of corporate identity. However, some time passes until the new logo acquires some meaning in the minds of consumers [8]. Thus, it is important to study the existing logos of competing companies in order to determine their characteristic features that can be identified with companies in this field of activity.

Brand or corporate colors are a specific set of colors, usually no more than five, that are used on all style media. Here, an important condition is the observance of color unity – the colors of the logo must be in harmony with the corporate colors. From one to three corporate fonts are used, which emphasize the image of the company and correspond to its activities. By their image, fonts can be perceived as heavy (eg Goudy Stout), light (Candara), elegant (Monotype Corsiva), fun (Ravie), etc. The main criteria for choosing a font are its appearance, legibility, and appropriateness. Decorative fonts are recommended to be used only in headings [9].

Illustration is one of the main elements in creating a corporate style – it is an image that accompanies or complements any text or message. Many advertising campaigns are based on images, because they attract the attention of the consumer and encourage him to familiarize himself with the text of the advertisement, form a visual and emotional impression of the brand, and create the desired social context. Attracting and maintaining attention, establishing contact with consumers are the main functions of illustrations in advertising. In today's saturated advertising space, this is no easy task. Depending on the purpose of printing materials and its target audience, illustrations of different nature are used. Just as a headline can stimulate reading of an illustration, so an illustration can stimulate reading

of the main text of the appeal, so any tactic that encourages reading is useful. Illustrations arouse consumers' interest and to satisfy it, they turn to the main text for clarification. An illustration is a bright pictorial tool that can be used to express an idea in an unusual way. The beauty, harmony and uniqueness of illustration makes it extremely important when creating any advertising product – from website development to packaging design.

Therefore, in creating a corporate style, it is necessary to adhere to uniform color, font and plastic solutions. The company logo should be concise, clearly express the idea and essence of the company's activities. The role of artistic design is to make the corporate style memorable, which is often achieved with the help of illustration.

Development of the corporate style of social infrastructure objects will be considered using an example development of a design project of the corporate style of the zoo, which today is a place of recreation and meetings, as well as an educational platform. The structure of a modern zoo resembles a “city within a city”: in addition to enclosures with animals, cafes, shops, recreation areas, and attractions can be located on the territory of large zoos. Therefore, it should be noted that a well-thought-out navigation system is extremely important in the zoo – a zoo map, a system of signs and pointers that help visitors navigate the territory of the facility. It is equally important to take into account the educational function of the zoo: the text on all information stands and signs must be legible from a distance, be sufficiently contrasting and not blend in with the background. In the end, the image of the zoo as a place of rest should be bright and create a special, joyful mood.

In the development of the corporate style of the company, the main stages are: pre-project studies, which include gathering information; study of analogues; identification of the creative source and implementation of the design project. Conducting pre-project research and obtaining initial data is a necessary stage in the design of the logo and corporate identity of the company. Analysis of the most successful options for the corporate style of various zoos in order to identify the most frequently used color solutions, textures and plastic forms will allow avoiding repetition of ideas and forms, to create an original, unique corporate style of the zoo. At the same time, the most successful solutions can be used in the development of the corporate style of other zoos. As a result of the analysis of the corporate styles of the existing zoos of Ukraine and the world, the “XII Months” zoo, located in

the city of Kyiv, was singled out. There is an opportunity to see animals, learn new information about them, also to feed the animals with various treats and relaxing on the territory of the facility. In addition to wild and exclusive animals, the zoo also has a petting zoo where children can play with lambs, ponies, raccoons, etc. The corporate style of this zoo is simple and concise, does not overload visitors.

An important aspect of the development of the design project of the zoo's corporate style is the definition of the target audience, as a result of the analysis of which it is possible to establish the main needs of consumers, their preferences and expectations, conscious and unconscious. The target audience of the zoological park is family couples aged 25 to 50 with children aged 4 to 16, who are the main visitors to zoos. Children at this age are eager to learn and explore something new, so a trip to the zoo will allow you to learn more about the animal world and relax with the whole family. According to the data on the target audience, a playful, cheerful nature of the corporate style and logo is acceptable, they should be with appropriate bright colors, but not sharp for perception.

The corporate style of a zoo usually consists of such elements as a logo, corporate colors and a corporate set of fonts. When developing the idea of the design project of the zoo's corporate style, the method of structuring the concept using graphic records in the form of a diagram (intelligence map or thinking map) was used, this was first described and systematized by the English psychologist T. Buzan. Intelligence maps are an effective method of generating ideas and systematizing data, which allows you to solve any given task, provides an opportunity to quickly search for ideas in a short period using associations [10]. In other words, you need to write down everything that comes to mind in accordance with the object of research on a sheet of paper or in special programs. The development of a thinking map helps to find and reflect the desired idea of corporate style, to formulate a general image of the development, to determine the main aspects of creating a logo and the direction of its implementation, which will ensure the originality of the product. Thus, thanks to the associative logic, an intelligence map was developed from four branches of separate ideas, which made it possible to form a large-scale picture and gave an opportunity to focus on details. On the other hand, the intelligence map was provided a vision of perspective.

After analyzing several dozen logos of the largest zoos around the world, such as the Zoo Berlin, the Dublin Zoo, the ZSL London Zoo, etc., several general trends can be identified. Most of the zoos in question have existed for more than a dozen years and have changed the appearance of their logo several times during their history. Logos of modern zoos are distinguished by the simplicity and elegance of solutions, the use of natural motifs and colors (Figure 1). It has been established that when creating a zoo logo, preference is given to natural colors – green, brown, yellow, orange. These are the colors that can be found both in the surrounding natural landscape and in the colors of animals. In the vast majority of logos there is a green color. It is this color that people associate with living nature, it is the color of the plants that surround us and create a background against which it is most natural to observe animals. The colors used are mostly solid, without additional effects such as gradient or translucency.

Only green color is used in the logos of the Zoo Berlin, the ZSL London Zoo, the Pittsburgh Zoo, the San Diego Zoo, the Sosto Zoo, the Dakota Zoo, the Zoological and Botanical Park of Mulhouse. The Toronto Zoo, the Minnesota Zoo, and the Zoo Negara Malaysia use green and brown colors in the logos. These are the colors of trees, leaves and bark, as well as earth



Figure 1 – Logos of world zoos

and plants, colors of peace and freshness. Green and yellow are used in the logos of The San Francisco Zoo, the Los Angeles Zoo, the Exmoor Zoo, and the Leipzig Zoo. The Perth Zoo's logo combines all the above colors – brown, green, yellow, orange. They do not contrast with each other, but complement each other, which creates a sense of unity in the composition. In some zoos, the emphasis is on bright colors, which set a positive mood in visitors. These are such zoos as the Central Florida Zoo and Botanical Gardens, the Navajo Nation Zoo and Botanical Park, the Phoenix Zoo, and the Prague Zoo. An unusual approach to color in the Dallas Zoo logo is based on black color, complemented by bright orange, yellow and green colors. Such a decision is quite original and at the same time justified – most of the zoo's exhibits are represented by animals from the climatic zones of the savannah and desert. Thus, zoo logos often use colors associated with wildlife, with green being the most popular color.

Certain regularities can also be traced in the images used in zoo logos. Of course, the zoo is first of all associated with the animals represented in it, so the image of animals, one way or another, is played on almost all the considered logos. In some cases, stylized images of animals are used, as in the logos of the Phoenix Zoo, the Minnesota Zoo, Potawatomi, the Zoo Berlin and the Dallas Zoo. It can be a silhouette of one or more animals, as, for example, on the logos of the Los Angeles Zoo, the Dakota Zoo, the Dickerson Park Zoo, the Dublin Zoo and the ZSL London Zoo. In this regard, the logo of the Pittsburgh Zoo is interesting – two images are hidden in it: the empty space around the tree forms the silhouettes of a lion and a gorilla. In second place in terms of frequency of use are plant motifs, in particular, as a result of comparing the logos of zoos of different countries, it was established that the silhouette of a tree and the animals below it are often used. This image is present in the logos of the San Diego Zoo, the Sosto Zoo, the Dickerson Park Zoo, the Zoo Negara Malaysia, the Zoological and Botanical Park of Mulhouse, and the Pittsburgh Zoo. More original plant motifs are used in the logo of the Minnesota Zoo, in which the image of a tiger is formed from leaves. The use of different textures in the logo is interesting. They imitate patterns on the skins of animals – zebras, giraffes, tigers, leopards. You can create a lasting association with animals without using the images of the animals themselves, but only the patterns on their skins. The Exmoor Zoo, the Perth Zoo, the ZSL London Zoo, etc.

use this method. There are also no animals in the Prague Zoo's logo, but only their tracks, which conveys the idea of a zoo.

The logos of zoos often contain the word "zoo". Bold fonts without indentations are often used, and sometimes the inscriptions imitate handwritten writing. Some logos use empty space inside the letters, while others change the shape of the letters themselves. Empty inside letters are transformed into silhouettes of animals, for example in the logos of ZSL London Zoo and Dublin Zoo. Sometimes the letters themselves become the twisted tail of a snake, as in the logo of the El Paso Zoo or the head of a lion, as in the logo of the Leipzig Zoo. The letters of the Toledo Zoo logo transform into whimsical fish.

Thus, the analysis of zoo logos led to the following conclusions. Most of the logos are dominated by natural colors (green, yellow, brown), in addition, natural motifs (vegetable, zoomorphic) are actively used. In combination with the use of natural materials in the design of various zoo objects, such as wood, stone, straw and others, it creates an atmosphere of complete immersion in wild nature. However, in the process of developing a corporate style, it is necessary to monitor existing trends so as not to lose the individual look of the zoo.

Among the current trends in graphic design in recent years is the use of shapes and colors inspired by various elements of nature – landscapes, plants, animals, which can be a consequence of urbanization and digitization of the modern world. Abstract elements attract the viewer's attention – this direction is characterized by the fact that the visual language of various shapes, colors and lines is used to create compositions. In order to reveal the idea and present the product, symbols and signs are widely used in graphic design, which, in addition to visual brevity and expressiveness, help to overcome the language barrier. Social networks influence graphic design trends – designers began to use emojis when creating websites and product packaging as a way to visualize emotions and mental states that can be caused by a product [11].

Among the global trends in graphic design is minimalism, which involves the simplification of complex geometric shapes and the use of massive and clear fonts, the use of inscriptions that are easy to recognize even in the smallest size. Actual text logos with missing parts of letters and other symbols, experiments with fonts – using a more sophisticated

outline of symbols or changing the distance between them. Monograms and abbreviations in logos remain common. To attract attention, unusual fonts are also used in text logos, stylization for a handwritten or pixel image. Both the usual arrangement of individual elements and the visual overlapping of individual symbols, placement of elements in a checkerboard, diagonal, circular or other way are used, which allows you to create a provocative logo, which, at the same time, does not cause a feeling of disorder and chaos. Asymmetry and carelessness in graphic design give way to the tendency to observe visual balance and harmony in the outlines of letters and their location relative to each other and other elements of the composition [12].

The creation of the zoo's logo began with the development of an idea that consisted of combining letter symbols and images of animals. With the help of sketches, which enable the designer to reveal his own vision of the design project and find original solutions, the accumulated information was reproduced in symbols and forms. With the advent of modern technologies and various software, the designer chooses a convenient way of reproducing sketches – using paper and pencil or using graphic editors. When creating a series of sketches of the zoo's logo, variants of logos using both methods were worked out and several options were found that could be translated into reality (Figure 2, a). Sketches of logo variants helped to find the proportions of the image, build a structural basis and develop the composition of the image, provided an opportunity to highlight the main and secondary elements in the image, to connect individual elements of the composition. After analyzing the developed sketches, the final version of the logo for the zoological park “ZOO” was chosen, based on the image of animals in a circle, which symbolizes the letter “O” and is the compositional center of the logo (Figure 2, b).

When developing the corporate identity of the company, it is necessary to determine the color scheme and plastic forms in the design of elements of the corporate identity, as they distinguish the zoo from competitors and reflect its values to consumers. The choice of corporate colors depends on the target audience on which the company is counting on, what impression they should create about the zoo. The design project uses a color scheme that corresponds to the animal world, fauna and symbolizes the planet in a wide spectrum to attract attention and better memorability. The dominant color in the logo is blue – it is the color of water and sky,

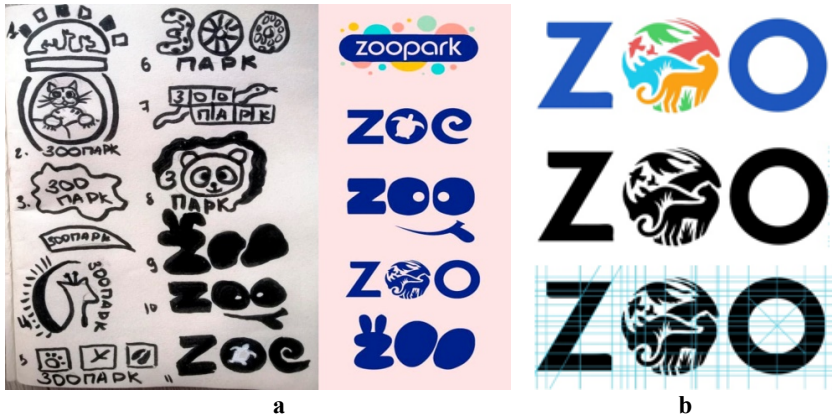


Figure 2 – Sketches of the logo for the zoological park “ZOO”, design project of student K.O. Kupchenko (supervisors Professor K.L. Pashkevich, Associate Professor O.D. Gerasymenko)

which is associated with calmness, pacification and spiritual elevation. Soothing green symbolizes the color of grass, leaves and vegetation in general, spring, ecology, nature; yellow color resembles the sun, joy, energy, warmth, it also has an exciting effect on the nervous system; red is the color of vitality, love, courage. Additional corporate colors were also used, such as pink – the color of flowers, coziness and comfort, new life, simplicity, tenderness, femininity and dreams; blue is the color of the sky, hope, balance, sea, freedom and harmony. All these colors make it possible to convey the mood of the logo, its character and a friendly invitation to visit the Zoo, and the pastel range is used to avoid oversaturation and not to cause excessive sensitivity or even apathy.

One of the effective methods of giving an object an attractive appearance is the use of a pattern for its decoration. This method is widely used in graphic design, interior design, clothing design, textiles, souvenir and printed products, etc., as the use of a pattern gives an original individuality to the corporate style and contributes to increasing brand recognition. In design, a pattern is the creation of a creative pattern by repeating a set of elements according to a certain algorithm – integral modules created with the help of computer graphics or developed by hand, repeating in a certain

order, create an endless pattern. The pattern can be used as an abstract illustration and is an important element of corporate style. It is worth paying special attention to the creation of a pattern, because if you do not follow certain rules, you can get a low-quality product that will repel consumers. Sometimes such incidents happen when images are used that are not related to the philosophy of the brand, do not tell about its essence and uniqueness, that is, the pattern is separated from the rest of the elements of the corporate style and is not based on research.

For a better perception of the corporate style of the zoological park “ZOO”, several variants of the pattern were developed based on images of animals and spots using corporate colors. Thus, with the help of elements of the logo and corporate colors, we created variants of patterns that can be used in advertising and souvenir products and correspond to the philosophy of the zoological park “ZOO”, its corporate style (Figure 3). Roboto Medium and Palatino Linotype Regular fonts were chosen for the zoo’s corporate style, which allow for easy reading of information and meet the requirements of consumers and the specifics of the company’s activities. It is planned to use these fonts in the design of text materials, in particular advertising products.

The corporate style of the Zoo, corporate colors and fonts were chosen, and with their use, a logo and patterns were developed, which together make up the brand identity. It should form the company’s intended image in the eyes of potential consumers. The developed identity is an important visual part of corporate style, its elements will be remembered by a wide audience of consumers.

Development of advertising and souvenir products for the zoological park. The corporate style of the zoo, like any company, is developed to form a positive impression about it by using identity elements on various media, which can be divided into several groups:

- printed products on paper media – booklets, brochures, entrance tickets, postcards, posters, employee badges, etc.;
- souvenir products – magnets, calendars, T-shirts, packages, bags, etc.;
- external elements – signposts, stands with the zoo’s work schedule and rules, a stand with a zoo map, stands with information about animals, information plates on cages with animals, outdoor advertising, billboards, transport design, etc.;



Figure 3 – Variants of the corporate style patterns for the zoological park “ZOO”

– virtual environment – the zoo’s website and other zoo advertising on the Internet.

Souvenir products with a logo are a successful means of advertising and a source of image formation of the organization. The main purpose of advertising souvenirs is to increase brand recognition, to create a positive association of products with promotions and other events. Souvenir products can be of different types, but the company’s original corporate style and general advertising should unite them. When developing souvenir products, it should be assumed that the inscriptions on the products should be legible, perceived without difficulty, at the same time not be intrusive and have a distinctive style. When developing the corporate style of the zoological park “ZOO”, the design of a t-shirt, cups, bag, badges, smartphone case, cap, individual protective mask, etc. was proposed (Figure 4).

Printed products on paper media can be of any form of publication – from a small calendar to a large banner. This gives the opportunity to place any amount of text and helps the client to reach out to their customers through the products. In general, the design of printing products and the selected materials depend on the capabilities and wishes of the client.



Figure 4 – Mock-ups of advertising and souvenir products for the zoological park “ZOO”

When developing the corporate style of the zoo, special attention should be paid to such media as entrance tickets, booklets, brochures. Since one of the main functions of the zoo is the presentation of animals, the design of the entrance ticket plays an important role, which provides access to the territory of the facility and, importantly, remains with consumers, thereby reminding them of the visit for some time after it. Therefore, the ticket should contain not only all the necessary information for access to the zoo and control of visitors by the administration, but also advertise the company, make a positive impression about it even before the visit and forming a final opinion. In this project, the design of the ticket was developed, which contains the logo of the zoo, a pattern presented in the form of spots of corporate colors, a control bar code for scanning and information about the type of ticket (child or adult), its price, time of receipt, date and address of the zoo.

Business cards are another element of communication with consumers and the face of the zoo, because they are in demand in various areas of the

company's activity. Having a business card is the best way to start working with potential customers and spread the word about your establishment. The design of business cards as a genre of graphic design will remain a multifaceted phenomenon for a long time, absorbing many branched and cross relationships, because, being on the border of advertising technologies and high graphics, it is permeated with rather different ideologies, affirming the thesis "beautiful and necessary" [13].

A large number of technological possibilities of modern printing makes it possible to create business cards with a unique design, to realize the creative ideas of the developer. The study and use of new approaches in the development of the layout of business cards is the key to the success of designers in printing. Current trends in graphic design regarding the appearance of business cards include minimalism, in most cases – a contrasting monochrome combination of colors, the use of figured cutouts and perforations, non-standard shapes and materials, design using photos, illustrations, etc.. A business card design common to the entire company is developed and a layout is created that allows you to leave the design and change only the information. Based on the received information, a brand business card of the zoological park "ZOO" was developed: the title page shows the company logo and pattern elements, contact information about the card owner and the company, including e-mail, website and address of the Zoo; only the company pattern is depicted on the reverse side, there is no other information. Thus, the corporate style of the zoological park "ZOO" was developed. In particular, the design of the following printed products was proposed: the entrance ticket to the zoo, the notebook that can be used for notes or as a souvenir, the mock-up of the corporate business card and the badge for employees, the envelope, the folder, the a flash drive, the pencils and pens, which can be a gift from the Zoo to visitors, and other stationery (Figure 5).

Guides and manuals are important printed products for zoos, since zoological parks perform a number of functions, among which the most important are cultural and educational. Guides and manuals also help visitors familiarizing with measures that are carried out to restore the population of such species and return them to the wild. They acquaints visitors with information about keeping in the zoo species of animals that have been destroyed in the wild. For example, David's deer can only be

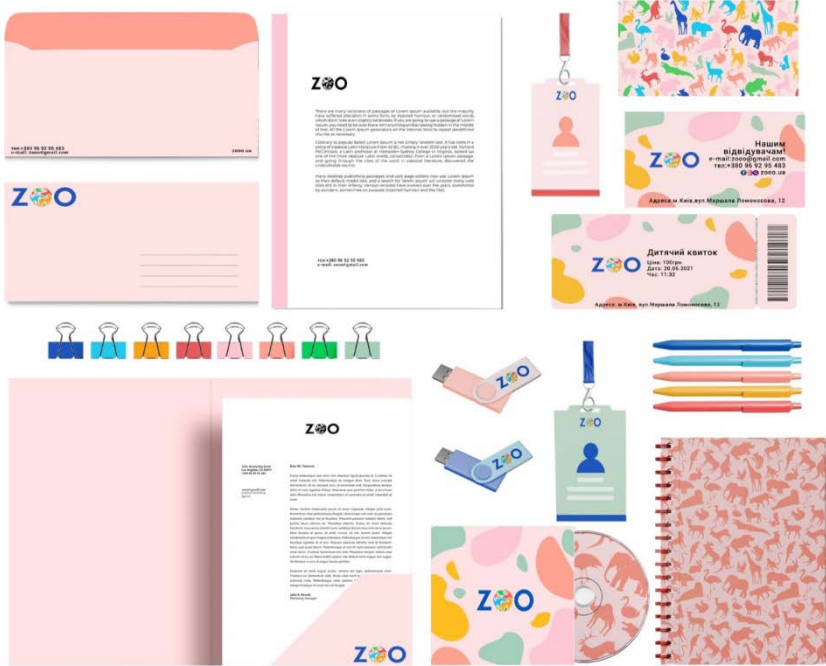


Figure 5 – Mock-ups of printing products for the zoological park “ZOO”

seen in zoological parks – in captivity they were completely destroyed by hunters. Zoos are also tasked with educating children and adults in the ideas of a humane attitude to the animal world, popularizing nature conservation measures and charitable actions designed to promote the preservation of wildlife. Modern zoological parks have outdoor recreation areas, presentation halls, museums and even cafes on their territory. Thus, the guidebook to the zoo promotes visual communication with consumers, helps to navigate the territory of the facility, can also familiarize with the rules of behavior and mode of operation.

The implementation of interactivity in zoos is relevant – holding excursions and thematic events, setting up multimedia stands with additional information about animals. In the context of the zoo, interactivity

is manifested in the interaction with the presented animals: visitors are given the opportunity to independently explore the space of the zoo, to be an active participant in the educational process, to make their own discoveries. The interactive approach is used in many zoos around the world. For example, the Schonbrunn Zoo (Vienna, Austria) holds special events for children, where they can make toys and feeders with treats for animals with their own hands. Children also participate in various competitions and lotteries, where they not only receive prizes, but also learn about rare and endangered animals and what can be done to save them.

Zoological parks belong to the category of natural science museums, so many concepts from museum practice are applied to them, but it is worth noting that the approaches to developing a guidebook to a museum and a zoo differ. The exposition of the museum is static, all exhibits are always available to the viewer in an unchanged form. In the zoo, animals are constantly on the move, therefore, when developing guidebooks and separate itineraries with thematic tasks for visitors, it is necessary to take into account what time of day certain animals sleep, when they are most active, whether their appearance changes depending on the season, whether they do not fall in hibernation. Thus, it is not possible to cover all the presented species at once in one excursion, therefore the biological rhythms of animals must be taken into account when planning the route. If materials are developed for getting to know animals and the peculiarities of their life activities, it is desirable to also include tasks for the performance of which it is not necessary to observe the residents of the zoo directly, as the task cannot be completed if the animal has hid.

Various zoos regularly hold themed days and holidays – for example, Red Book Day, Crane Day, etc. In addition to excursions, lectures and competitions, zoos can provide visitors with the opportunity to feed animals on their own and at the same time learn interesting facts about them, their diet and behavioral characteristics. In addition, some zoos offer season ticket programs for schoolchildren and kindergarten students: children are introduced to the ecosystems of different continents, the peculiarities of animal life and behavior. For classes, zoos can develop educational notebooks with various illustrations, interesting tasks and short educational texts. In order to complete the task, the visitors need to apply the knowledge acquired in the classes: for example, they need to find errors or differences in the images, to divide animals into domestic and wild, etc.

A zoo guidebook is a non-periodical book publication of a small format, intended for distribution among visitors, the main function of which is educational and entertaining. The development of the guidebook is solved by means of book graphics, while the main emphasis is placed on illustrations, compositional and color design of the publication. Educational guidebooks and printed manuals are available in various zoos around the world, for example in Beauval Zoo (France). Many zoos carry out educational work, increasing interest in the problems of nature protection and ecology among the population. In the Barnaul Zoo, the educational activity consists in conducting various thematic excursions, for example, an excursion dedicated to animals of the Red Book. Some zoos can provide an opportunity for everyone to hold holidays and events on the territory of the facility. In many zoos, visitors are informed about the exact time when they can watch the feeding of predators.

The zoo guidebook was developed as an element of souvenir products. It can be attributed to the format of a booklet, as it has a small size and is made without a binding. When creating the booklet, a map was created that corresponds to the territory of the zoo and depicts various locations. It contains different areas: animal accommodation areas; a recreation area, on the territory of which there is a catering establishment; a museum that tells the history and interesting facts of every animal in the zoo; a souvenir shop where visitors can buy gifts; playground, etc. (Figure 6). The design of the zoo guidebook corresponds to the font and color design with the use of corporate style elements depicted on the title and back side and reproduces a complete map for the visitor.

Development of outdoor advertising of the zoo. In today's world, outdoor advertising is one of the important ways of spreading information in the urban environment, which is widely used in marketing strategies to increase the volume of sales and gives an opportunity to lead among many competitors in the market. Outdoor advertising posters in the city, event posters, stickers on transport, advertising and branded souvenir products should also include elements of corporate style. Thanks to advertising products, sales are usually increased, brand images are changed or created, and public attention is drawn to certain problems. That is why the development of advertising and souvenir products makes it possible to satisfy human needs, change their outlook and behavior thanks to a

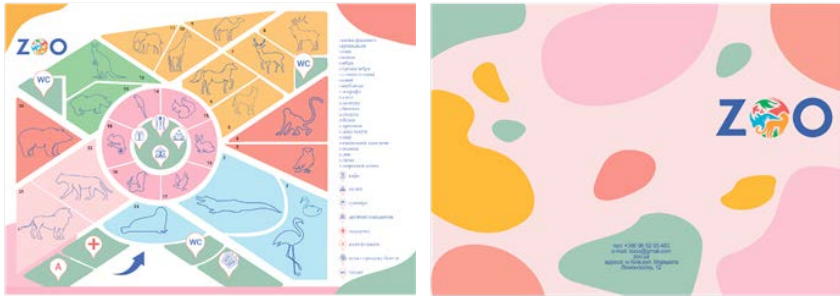


Figure 6 – Mock-up of the guidebook for the zoological park “ZOO”

positive impression, which also allows the company to receive benefits in the form of a better reputation among its competitors. When analyzing outdoor advertising, you should pay attention to such basic factors as the size of the object on which the advertisement will be placed, color scheme, lighting and location of the object. Based on the fact that “the viewer perceives a spatial object as a whole, as a certain emotional-aesthetic coherence of its components, and only then begins to consider the advantages and disadvantages of these components” [14], these criteria can be considered the main principles of outdoor advertising and the urban environment.

Advertising stands and posters that reflect the style, concept of the main products and other information about the company play a primary role in presenting the company to consumers. For the target audience, it is the advertising stand and the poster that make it possible to learn important information about the product or service, provide a chance for companies to declare themselves and make a good first impression. Interest in the poster continues to grow, even despite the advent of more modern mass media. A poster is not just an advertisement, but also a work of art that reflects fashion trends, trends in art, the political and social situation, etc. [15]. The main purpose of the poster includes informing people about the upcoming event, so it is important how the information is presented on it, whether it attracts attention from a long distance. It is also necessary to take into account that the text must have a clear meaning and a short volume, which can be reproduced with the help of a well-chosen font and color. Competent

design of the poster helps not only to inform the potential consumer, but also helps to highlight important social topics and solve problems.

Outdoor advertising also includes a city sign, or another name, city light. An advertising medium is equipped with a two-sided image and fluorescent lighting inside, it is the leader among structures for placing advertising. Usually they are placed on the main highways and streets of the city, where there is a large crowd of people, because the main message they carry is to attract and influence with one or another information of the poster. One of the large-scale popular marketing ways of visual coverage of the population is the placement of advertisements on city vehicles, which also ensures the support of stable public contacts with consumers using modern technical methods.

As a result of the analysis of the advertising of zoos around the world, it was established that a creative approach to the image of zoo residents is widely used in the design of advertising posters. For example, the advertisement of the Zoo Safari in Brazil, seeking to emphasize the openness of animals and the opportunity to see them without leaving the car, conducted an advertising campaign called “Blend in” (Figure 7, a). In another advertising campaign of this zoo, images of animals were presented in narrow strips, similar to what we see when we look through bars (Figure 7, b). Thus, it was emphasized that the zoo provides an opportunity for visitors to look at the inhabitants without hindrance. The Madrid Zoo Aquarium advertisement draws attention to the similarities between people and animals by combining their images on one poster. For example, the advertisement of the Zoo in Stockholm (Sweden) emphasizes that this zoo is the oldest in the world, therefore it also houses the oldest and most important animals that need attention (Figure 7, c). The advertisement of the Zoo Berlin is dedicated to such a marketing strategy as the issue of annual passes with the advertising slogan of the campaign – “Just come tomorrow”. In this advertisement the attention of visitors is drawn to the fact that if during a visit to the zoo it was not possible to see an animal that hid, it can be seen the next time if you have a season ticket. An ad for the Buenos Aires Zoo, emphasizing its 24-hour operation, shows the sleep-deprived animals yawning as they now have to work even at night. Advertisement of the Utah’s Zoo (USA), presenting the week of chimpanzees held in the zoo, depicted other animals in unnatural poses and places for them (Figure 7, d). The arrival of the new



**Figure 7 – Advertising posters of zoos around the world:
a, b – the Zoo Safari (Brazil); c – the Zoo in Stockholm (Sweden);
d – the Utah's Zoo (USA)**

giraffe at the San Francisco Zoo was advertised by placing a poster on a tall pole painted in the colors of the animal's fur to mimic the animal's long neck. Thus, creative design is widely used in the advertising campaigns of zoos around the world to attract attention and attract potential consumers.

When developing advertising posters, it is important to observe the following compositional rules:

- the main emphasis is on images of zoo animals and relevant data about them;
- ensuring easy perception of information by the reader, conformity of elemental and textual parts to the large-scale composition;
- mutual complementation of elements and compliance with the color scheme of the corporate style;
- execution of posters in the same style;

- use of dynamic poster composition;
- using a legible font that draws attention to itself, but does not overwhelm the consumer.

Taking into account the conducted research on outdoor advertising, for the design project of the corporate style of the zoological park “ZOO”, variants of advertising posters have been developed, which depict animals and provide brief information about them. The purpose of these posters is to attract potential visitors by focusing their attention on interesting facts about the zoo, in particular about the animals represented on the posters (Figure 8). Posters are designed taking into account the color scheme of the corporate style and can be placed on city lights in the city and at bus stops.

Conclusions.

In the process of work, the theoretical concepts related to the zoological park, information about their relevance and problems today were analyzed and researched. Peculiarities of corporate style development, its main elements and functions are studied. It was found that corporate identity is an integral part of any company that presents its products or services on the world market. On the basis of already created zoological parks, both Ukrainian and foreign, the existing company logos, color scheme were analyzed and competitors’ illustrations were systematized. It has been



Figure 8 – Advertising posters of the zoological park “ZOO”

established that the design of zoo logos is dominated by natural colors (green, yellow, brown), in addition, natural motifs (vegetable, zoomorphic) are actively used.

The target audience of the zoological park “ZOO” has been determined – married couples aged 25 to 50 and their children aged 4 to 16. The creative concept of the zoo’s corporate style was developed and visualized. Based on pre-project studies the company’s signature colors and font set were selected, a sketch series of corporate style elements was developed – a logo and posters, which were made in a unified style and had a unique design. When creating the logo, the word “ZOO” was used with the addition of an abstract image of the planet formed from the silhouettes of animals that form the visual vision of the zoo. Based on these images, a brand pattern is presented.

It has been established that when developing the corporate style of the zoo, special attention should be paid to such carriers of corporate style as entrance tickets, booklets, brochures, the development of which is determined by the company’s target audience and has the greatest chance of making an impression on visitors. The design of printed and souvenir products was developed, in particular, layouts were presented that present the concept of the company’s corporate style: entrance ticket, letterhead, badge, folder, business card, pen and pencil, cups, disposable food products, t-shirts in three versions, caps, bags, etc., the mock-up of the guidebook to the zoo is presented.

Studied and it was found that they attract attention with a creative approach to the image of their inhabitants and original captions. Variants of advertising posters for indoor and outdoor advertising have been developed. The parameters for manufacturing elements of the zoo’s corporate style are substantiated, and it is suggested that business and souvenir products be manufactured using wide-format printing, and solvent printing is recommended for printing advertising posters.

So, within the framework of the study, the peculiarities of designing the corporate style of social infrastructure objects on the example of a zoo were considered, their main components were established, and the design project of the corporate style of the social infrastructure object was proposed.

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