

## “FORMATION OF THE VISUAL ENVIRONMENT BY MEANS OF CORPORATE IDENTITY”

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The formation of a coherent visual environment is a fundamental aspect of contemporary visual communication, significantly influencing how organizations are perceived by their audiences. Corporate identity serves as a strategic tool that ensures visual consistency and strengthens brand recognition across various communication channels. This study examines the role of corporate identity in shaping a unified visual environment and emphasizes the integration of its key elements, including logos, color schemes, typography, and graphic components.

Corporate identity represents a comprehensive system of visual elements that communicate the values, mission, and positioning of an organization. The logo functions as the central identifier, providing immediate recognition and symbolizing the essence of the brand. Its adaptability across different media ensures consistency in both physical and digital contexts. Equally important is the color palette, which plays a significant role in shaping emotional responses and psychological associations. Thoughtful color selection enhances visual harmony and supports effective communication with users, as highlighted in studies of visual compatibility in media design.

Typography contributes to the readability and aesthetic coherence of the visual environment. The consistent use of typefaces establishes a recognizable visual language and strengthens brand identity. Additional graphic elements, such as patterns, icons, and imagery, expand the expressive potential of corporate identity and enable its application in environmental design, including signage, navigation systems, packaging, and digital interfaces. These components collectively create a holistic and immersive brand experience.

The integration of corporate identity into digital platforms is particularly important in the modern multimedia landscape. Websites, mobile applications, and social media serve as primary channels of interaction between organizations and users. Consistent visual representation across these platforms enhances usability, facilitates navigation, and fosters trust and emotional engagement. Moreover, the application of corporate identity supports effective spatial orientation in physical environments, contributing to a cohesive and memorable user experience.

Overall, corporate identity is a key instrument in the formation of a unified visual environment. The systematic application of its elements across various media not only strengthens brand recognition but also enhances communication effectiveness and emotional connection with audiences. The findings confirm that a well-designed corporate identity is essential for creating a distinctive and sustainable brand image in the contemporary information space.

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