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CORPORATE STYLE AS A BRAND PROMOTION TECHNOLOGY

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Abstract. *This paper examines corporate identity as a technology of brand promotion in the context of increased competition. The article analyses world examples in business and literature that prove that corporate identity is an important part of brand recognition and promotion. Careless attitude to its development can lead to undesirable consequences.*

Keywords: *CORPORATE STYLE; ELEMENTS OF CORPORATE STYLE; PROMOTION; BRAND; BRANDING; IMAGE.*

In the fast-moving world of publishing and polygraphy, competition in the industry is increasing every day, so any enterprise company or brand aim to create the most beneficial environment for its own business. This article explores the importance of corporate identity as a powerful branding tool in the marketing field. Corporate identity serves as a visual and conceptual embodiment of a brand's identity. With shared design elements, like logos, color schemes, typography, and imagery, it reveals the essence and values of the brand to its audience. In the publishing and printing industry, where content is key to success, a strong brand image increases the authority, trust, and reliability of the company. Its main task is to highlight the company's products from its contenders, increase their competitive potential, and protect from counterfeiting. It also improves the effectiveness of advertising and helps to integrate all marketing communications into a single field. Corporate identity shapes and enhances the corporate spirit of employees, and has a positive impact on the aesthetic level of visual communication among companies.

Some great examples of Successful Corporate Identity in Global Business and Literature.

1. Apple Inc. Apple is known for its inimitable corporate style, including minimalist product design, high-quality packaging, and unique advertising campaigns. This style emphasizes the innovative nature of the brand and its focus on high quality.

2. McDonald's. McDonald's corporate style is reflected in all aspects of their business, from the iconic red and yellow logo to the distinctive decor of their restaurants. This style creates a solid and recognizable image associated with quality and fast service.

3. "Harry Potter" by J.K. Rowling. J.K. Rowling successfully implemented corporate identity in all aspects of marketing and selling her books. From the unique logo and themed cover design to the color schemes of the website and advertising materials. This style helps maintain the magical atmosphere of the "Harry Potter" world and attract a wide audience of readers.

4. In some cases, corporate identity can help generate additional income. For example, the world-famous Starbucks coffee shop chain, with one of the most recognizable logos today, sells its own souvenirs in addition to its core business. Starbucks offered its visitors the opportunity to keep their favorite coffee warm for a certain period of time with a

thermal mug. Before their idea was implemented, no one had placed their own logo on these cups. This helped to reinforce the association that the idea of constantly warm coffee was Starbucks. Of course, their competitors later repeated this feature, but no one was able to replicate their success. Today, Starbucks revenue from sales of thermal mugs is over 30% [1].

To compare, let's look at a few examples of unsuccessful corporate identity from famous brands.

1. Microsoft Windows 8. The release of the Windows 8 operating system was accompanied by a series of design changes, including the Metro interface. However, these changes were met with criticism as the traditional interface was more comfortable and familiar, and the new elements were difficult to perceive and use.

2. Tropicana. In 2009, Tropicana invested \$35 million to rebrand their Orange Juice packaging. Within two months of the change, sales dropped 20% and they lost significant market share before quickly switching back. The failed marketing experiment cost them more than \$50 million [2].

3. Uber. In 2016, Uber introduced a new logo, which sparked controversy and negative feedback. Some users did not recognize the new logo as the symbol of Uber, others found it too aggressive and unpleasant for perception.

The study has concluded that corporate identity is an essential branding tool. Indifference to its development can lead to poor consequences. A failed code will be misread, bringing no interest to the product and leaving the brand unrecognizable. All elements of corporate identity are an integral whole, so one cannot abandon any of them. Each component carries the company's philosophy, serving as a carrier of encoded communication to the audience and a response to it. Corporate identity serves as the unique face of the brand. A cohesive image of the business can be formed by consumer awareness of the logo, corporate colors, fonts, and other elements. Corporate identity is the fundamental identifier of whether a brand is genuinely a brand since when we discuss a particular brand name, images of corporate identity strike a chord first, and then the product or service they offer.

References.

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