

INFLUENCE OF IDENTITY ON THE DEVELOPMENT OF THE BRAND

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When we pay attention to people, we look at their appearance, features, character and habits. The same with a brand – we see the company's "front", its logo, its colors first. Thus, each brand must have its individuality – what distinguishes it from others and how it is remembered by the consumer.

The purpose of this work is to analyze the elements of identity and the necessity of carrying out a redesign using the example of the company, Kulinichi.

Identity is a combination of visual components of the company, which are created to increase its recognition, prestige, and image of the company in the eyes of consumers.

The components of an identity are logo, slogan, corporate fonts and colors, different attributes, souvenir products, corporate forms, packaging, form, office interior, office branded accessories, websites, social networking pages, etc. [1].

Corporate style is also a very important part of the identity. Corporate style is a combination of visual, informational and semantic elements aimed at the creation of a single system of corporate culture, its internal and external design, with the help of which the company emphasizes its individuality [2]. Due to corporate style, we can pass the mood of the brand, its purpose, history and interact with the target audience.

It starts to work when a consumer sees any element of identity, they immediately get a gut feeling for the product and want to interact with it. For example, when we notice somewhere in the city a large yellow letter M, then immediately comes to mind the delicious hamburger in McDonald's; when we look for a shop with children's toys, we pay attention to bright and colorful pop-up in the store, while passing restrained and laconic. This works with any product, company or brand.

For the successful promotion of a product it is important for us to pass the mood and emotions through the identity and its main component – the logo, the main thing – being modern and clear to its audience, but to stand out from among others. For example, Rebranding Kharkiv bread factory Kulinichi. The trademark was introduced in 1995. First of all, the company was focused on the production and sale of bakery products [3]. The popularity of the plant has grown over the years, so they started to open their first bakery-confectionery, which looked like in Fig. 1.



Figure 1. The first appearance of the design of the institution.

The first appearance of the identity and corporate style (pack, color, fonts) was developed (fig. 2, fig. 3).



Figure 2. The first look of corporate style.



Figure 3. The first appearance of packaging of products.

After several years, the company's management decided to make an active renovation of trade points taking into account the experience of sales, customer feedback and recommendations of design and architecture studios. Since the past identity was already outdated, they developed a new one – added new colors, changed the font and added new elements. They changed the design of the institutions (fig.4), package design (fig. 5) and created a new corporate style (fig. 6).



Figure 4. A new design of the institution.



Figure 5. A new look of the packaging.



Figure 6. A new corporate style

And the past design of glasses and packs replaced the drink with a bright one that attracts young people and looks good in photos, which is very important for the promotion of the brand in social media.

Thus, one can conclude that the brand has become more modern and interesting. The company was able to change the target audience to a younger and more lucrative audience, but at the same time did not lose its "historical" face. It also looks modern and has become one of the most visited restaurants in the city.

Thus, it was determined that identity directly influences the development of the brand, because it creates consumer trust, attracts them, and makes the product visible.

References:

1. <https://lanet.click/aidentyka-brendu/>
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