

THE SYSTEM OF CORPORATE IDENTITY VISUAL ELEMENTS WHILE FORMING THE COMPANY'S IMAGE

**Marina Muller, PhD (Economics), Associate Professor
Marina Korniienko,
Poltava National Technical Yuri Kondratyuk University**

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Introduction. Under today's conditions of competitive markets brands concurrence issues concerning the consumers' attention and loyalty are becoming more significant. During the last decade there has been formed a whole direction of marketing communications, related to visual symbolism that is one of the main components of a successful formation of the company's style. The last one can cause a strong emotional feedback and influence the potential client to have a desire for acquaintance with the organization, its products or services.

Latest sources of research and publications overview. Visual elements of corporate identity and their impact on person's perceiving of the place in companies are being investigated by some foreign scholars. It increases the flow of scientific and technical information and the number of books that generalize and systematize the received knowledge about color. Max Luscher emphasizes the impact of the color on the human psyche and the environment's perception, emphasizes an emotional aspect of colors' perception. O. Lahoda claims that color preferences vary with time, depend on age, gender, circumstances, mood.

O. Yevtushenko, Ukrainian scientist and economist, investigates the effects of lines and shapes on the human's perception and emphasizes the fact that the imbalance of forms in advertising message can cause consumer's antagonistic reaction instead of a positive effect. However, the scientific literature does not have a well-formed corporate identity elements system and the importance rate of each of them.

Tasks settings. The lack of Ukrainian scientific thorough work in the aspect of studying the corporate identity elements, their role and "weight" in forming the company's competitive image has created the scientific research goal.

Discussion and research results. The term "identity" means the awareness of a person of his affiliation to any group, which enables him to determine his place in the social and cultural space and easily orientate in the environment. For this purpose the person volunteers to perceive elements of consciousness, habits, norms and values that are the main in the community. Their perception gives the human life a predictable character. The corporate identity reproduces the worker's sense of "We", which improves the attitude towards yourself, increases self-esteem and meets the needs concerning protection. Moreover, it generates a pride for affiliation to certain organization, causes a desire to do more than is required, promotes the formation of readiness to constantly defend the interests of the company. The presence of employees with a feature like corporate identity means that they not only realize the organization's values, strictly abide by the rules and norms, but consider their to be connected with the organization's life. The development of corporate identity is an indicator of organization's corporate culture level, an indicator of how adequate its corporate

values are according to the personal values of its employees and how important the company is for people.

In the work “Imagology. How to make people like you” V. Shepel writes the following: “Image is a lot of money. The image is more than money”. Indeed, the corporate image, including well-organized corporate culture and identity, has an impact on marketing objectives realization, in particular during the brand formation and development.

Corporate identity formation is a comprehensive strategy of an enterprise image formation; it is based on familiarizing the public with the organization’s goals, the content of its activities and the development of an organizational communications complex.

Corporate identity manifests itself at the external and internal levels of corporate communications. The internal level is determined by the personnel of the organization while the external level – by external surrounding of the organization – investors, partners, customers, consumers, suppliers, social and political institutions.

Corporate culture and identity formation occurs in several stages. Each of these stages is aimed at three main tasks achieving:

1. High competence level and effective work with the customer;
2. Maintenance of the successful company image that makes the customer believe in you;
3. Setting an emotional connection with the customer and society. After these stages are made, the organization can form an external and internal image, including corporate culture and identity [10].

Corporate identity elements:

Peculiarities of enterprise’s name;

logo;

trademark;

recognition symbol;

slogan / motto;

unique trade offer;

musical accompaniment;

corporate color;

premises and employees’ clothes design;

sole rules of conduct for personnel;

“branded” fragrance usage;

staff uniforms and its possible components;

certain emotion as an element of corporate identity;

employees and clients motives and motivation;

corporate competitions and events organizations etc.

The visual reflection of corporate identity is a corporate style, which includes a set of permanent verbal, color and graphic informational tools and is used while making goods by the company such as advertising, labels etc. Documentation (forms, envelopes, reports), advertising souvenirs, overalls and vehicles are the carriers of corporate identity. Visually, the organization identifies itself by means of the logo, corporate color, font and graphic symbols.

Color plays a main role in the process of designing the corporate style elements. This is related to the fact that the color scheme is perceived at the subconscious level and directly affects the consumer’s behavior. That is why color is one of the significant aspects in products promotion [11].

Problems that concern the color, its perception, measurement, systematization and practical application, become the subject of scientific discussions at International congresses and

conferences, symposia on design and advertising. Many countries have color institutions, color committees, color groups and color societies - organizations that have different names, but one goal – combining national efforts to explore color, expand knowledge about it, centralize and disseminate relevant information. They are intended to promote a more in-depth study of color, to help professionals understand its functions in the better way and the possibilities of more efficient usage. Pantone Corporation is a global expert in color standardization and digital color communication [9].

Color perception depends on the emotional human condition. Depending on the mood, people perceive one color, get annoyed with the other and are neutral to the third. Max Luscher, the Swiss psychologist, paid a lot of attention to the influence of color on human perception. He proved that a certain color brings about certain emotions. For example, yellow and red tones create a feeling of anxiety, excitement and intensity. Blue and gray color tones, on the contrary, calm a person down. Black or gray colors are relevant to elegance and civility [11].

In the result of the research Max Luscher proved that the attitude to the color has always been and remains emotional [7]. In addition, he made one more important conclusion for the advertising industry: the color causes not only corresponding response of a person depending on the emotional state, but can also form certain emotions.

According to Luscher, the color perception by any person has been forming according to his/her lifestyle and connection with the environment for a long development period. Initially, human life was determined mainly by two factors, which could not be influenced personally: day – night, light – darkness. The night meant a rest time when the intensive activity was stopped, and the day, on the contrary, required active actions (settlement, food searching etc.). Thus, the dark blue color caused association with a peaceful night, yellow – with a bright sunny day and its concerns. And, for example, the red color was assimilated to fire, blood and situations that required the mobilization of forces and active actions [7].

Modern science has established that the color has biological as well as informational energy features. This energy relates not only to a physical field but a psychological. This explains the fact that color preferences vary depending on the age, sex, circumstances and mood [6], [2].

The psychological characteristics of color can help the designer to use the color palette properly in order to achieve certain goals for a corporate style creating.

An integral attribute of the corporate style is the brand symbolism. The color of corporate identity in branded clothes should have a contrast with the main color. Thus, while forming a corporate style it is necessary to take into account that branded clothes should be convenient in order to work, meet the working safety standards; the color of overalls should coincide with the interior of the room and be psychologically appropriate; the corporate symbolism of the organization must be always present on the clothes [8].

The important part of the logo and corporate style creation is composition. It means the location of elements in the working area. The composition may be standard or original. The standard layout of elements is designed for a predictable reaction and, as a rule, causes a sense of stability and associates with the classics. The unusual layout creates a modern look, reflects a non-standard approach to work, emphasizes the originality of ideas.

If referring to psychology, the so-called “gestalt-theory of perception” by German psychologists of the 1920s can be mentioned. They thought that the human brain was able to combine visual elements into a single figure, which has more important meaning than individual parts. One of the main principles of gestalt is the struggling to insularity, often used in the logo designing: the shape may be interrupted, but the human eye will still perceive it as a completed picture [1].

The form is also an important factor that influences the human psyche. In the course of special studies it was proved that the form as well as the color, can emotionally affect a person. The influence of the geometric form of the object on its mental perception is very significant. In some cases, the shape of the object, not its color, play a primordial role in perception. As for the form psychology, it is necessary to remember that simple geometric shapes, a circle or a square, for example, are perceived in the better way than the complex ones.

If it is planned to pay the viewer's attention to the central area of geometric figure, then it is great to use an oval form which does not have any angles. Since the oval looks like an egg, that means something new, it is associated with new ideas in human consciousness.

Most people associate the square with stability and a sense of strength, so this form is ideal for creating logos by large companies.

The rectangular shape is the most versatile geometric form in advertising as well as in everyday life. The rectangle perfectly suits for the advertising companies of any organization.

Another versatile geometric figure is the circle. Circle is an ideal form, and therefore can be used for advertising of anything.

Many-valued symbols of mankind are connected to the triangle form. It is well known that the equilateral triangle symbolizes a male origin, power and well-being. The inverted triangle is a woman's origin and blessing.

The shape of lines also has an impact on the advertising information perception. Simple lines also have a special impact on the human psyche. Usually straight lines (horizontal or vertical) cause a peaceful feeling. Curved lines are associated with artistry and elegance. Zigzag lines create the impression of abrupt mood changes, strength concentration, rapid energy revealing.

One of the effective ways of viewer's attention attracting (by means of the form provided to the main object of perception) is the allocation of an element among others according to the certain feature. Researchers have proved that a properly selected form, even non-objective one, can attract attention and cause a strong emotional impression.

However, psychological impact of the lines on a person is related to their number. So, the appearance of a viewer's peaceful feeling is possible only if he/she looks at a small number of lines. If there are too many lines and they have contrasting colors, then such a picture is extremely difficult for perceiving, and it may cause dizziness and lead to stress. That is why, during the corporate style designs creation, simple shapes should be used and avoiding of frequent lines and contrasting colors is necessary [4].

From this point of view, the font of the logo is also considered. According to psychologists, each font type carries its psychological information. For example, strict square fonts create the impression of stability, importance, authority of a thought. Straight fonts that are vertically stretched, form a calm, business mood, and almost suggest to think about the content. This is a neutral, almost universal font type. They are commonly used when you need to show a feeling of comfort, reliability and confidence. Inclined fonts convey a sense of beauty, lightness and sophistication. In general, any font typed in italics psychologically "facilitates" information so it is perceived as being less important. That's why italics are often used to highlight notes in the publishing business. No matter how paradoxically this theme sounds, but psychologists and graphologists claim that with the help of proper fonts' selection you can set the general mood while reading the text. If we take into account that forms (geometric) have some psychological and emotional impact on a person, then such a statement has reasons to be considered as true. It is known that different fonts have different spelling and size. Accordingly, the word typed in one font will significantly differ from the same word typed in another font. The human eye perceives the groups of letters or words but not individual letters. This eye feature of covering the group of

letters, their shape, as well as some length of the lines, is a factor that fastens or slows down the reading tempo. Therefore, it is also important to select the correct font size, the distance between the letters, lines, the lines length and the position of the text on a sheet of printed material. The font size plays an important role in creating the effect. A relatively small font (for example, 10 - 11 points) often creates a sense of a greater trust and the importance of information. Straight, strict fonts, with “machine”, “technical” features, are attractive for men, and women are more likely to perceive round fonts with explicit “tails”. Handwritten style fonts are an attempt to express friendship and close relationships. If you need to focus on the key word, it's not necessary to mark it in bold and write in red letters [3], [5].

The influence of polygraphic processing on the text perception also has its own peculiarities. The connection of various elements of the text to the whole during its perception occurs in the result of the sequential shift of attention from one element to another. Most researchers explain the difference in the text perception by different recipients' characteristics: physiological, individual and psychological, age-specific, social and historical. The effectiveness of perception is influenced not only by the lexical and visual structure of the word. The effectiveness of the word perception is getting worse when letters that make it up are increasing in number.

However, not only the content, but also formal and structural features of the text (such as subtitles, adequate division into paragraphs, division of text into sections, paragraphs etc.) provide the most effective perception of the text. Abstracts, paragraphs, sections play the role of the perceptual breaks that are necessary to fix the material read, the formation of the neural paths of the reader, the emphasis on the main aspects and the allocation of additional ones that extend or clarify the text. The paragraph's graphic appeals to the figurative part of the brain, complements the text with associative and sensory-oriented connections. It was observed that font selections (emphasis, italics selection, marking in bold, capital letters) rarely contribute to facilitating the text perception. On the contrary, the usage of pictures and photographs that are included into the semantic structure of the text has a positive effect [3], [5].

Conclusions. The corporate identity generates employees' pride for affiliation to their organization, causes the desire to do more than it is required, promotes the formation of readiness to constantly defend the interests of the company. The presence of employees with a feature like corporate identity means that they not only realize the organization's values, strictly abide by the rules and norms, but consider their to be connected with the organization's life. The development of corporate identity is an indicator of organization's corporate culture level, an indicator of how adequate its corporate values are according to the personal values of its employees and how important the company is for people.

Visual elements such as color, shape, brand image, separate elements location in a common structure, play the most important role among other elements of corporate identity.

The psychological characteristics of color can help the designer to correctly use the color palette in order to achieve specific goals for creating a corporate style. The composition is very important while creating the logo and corporate style. Unusual layout creates a modern image, reflects a non-standard approach to work, emphasizes the originality of the idea. The effectiveness of perception is influenced not only by the lexical and visual structure of the word. The effectiveness of the word perception is getting worse when the number of letters that make it up is increasing.

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Муллер Марина В'ячеславівна, кандидат економічних наук. **Корнієнко Марина Вікторівна**. Система візуальних елементів корпоративної ідентичності при формуванні іміджу компанії. Наголошено на важливості для будь-якої організації, в тому числі й комерційної, такого феномена, як корпоративна культура і корпоративна ідентичність. Їх наявність підвищує ефективність діяльності організації, сприяє реалізації цілей та поліпшує її сприйняття громадськістю. До того ж корпоративна ідентичність сприяє реалізації цілей брендингу. Досліджено поняття «ідентичність» і, зокрема, «корпоративна ідентичність», яка означає усвідомлення працівником цінності організації, свого місця в ній, породження почуття «ми» та гордості за приналежність до своєї організації. Доведено, що серед основних елементів корпоративної ідентичності головну роль відіграють візуальні: символи, знаки, фірмові колір та шрифт, форма, композиція. Це пояснюється підсвідомим сприйняттям візуальної інформації, а отже, більш емоційною реакцією. Завдяки знанням особливостей психології сприйняття в дизайні й умінням синтезувати їх у єдине ціле можна значно підвищити якість створення фірмового стилю організації.

Ключові слова: ідентичність, корпоративна ідентичність, імідж, лояльність, візуальні елементи.

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Muller Maryna, PhD (Economics), **Korniienko Maryna**, master student. **The system of corporate identity visual elements while forming the company's image.** The article explores the term "identity" and in particular "corporate identity", which means the employees' awareness of the organization's value, their place in it, the creation of the "we" sense and the pride of affiliation to their organization. It is proved that among the basic elements of corporate identity the visual ones – symbols, signs, corporate color and font, form and composition – play the main role. This is because of the subconscious perception of visual information, and therefore, a greater emotional reaction. Due to the knowledge of the psychological peculiarities of perception in design and the ability to synthesize them into a single whole, it is possible to significantly improve the quality of a corporate style creation withing the organization.

Keywords: corporate identity, fidelity, identity, image, visual elements.

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Муллер Марина Вячеславовна, кандидат экономических наук. **Корниенко Марина Викторовна.** Система визуальных элементов корпоративной идентичности при формировании имиджа компании. Отмечена важность для любой организации, в том числе и коммерческой, такого феномена, как корпоративная культура и корпоративная идентичность. Их наличие повышает эффективность деятельности организации, способствует реализации целей и улучшает ее восприятие общественностью. К тому же корпоративная идентичность способствует реализации целей брендинга. Исследовано понятие «идентичность» и, в частности, «корпоративная идентичность», которая означает осознание работником ценности организации, своего места в ней, порождение чувства «мы» и гордости за принадлежность к своей организации. Доказано, что среди основных элементов корпоративной идентичности главную роль играют визуальные – символы, знаки, фирменные цвета и шрифт, форма, композиция. Это объясняется подсознательным восприятием визуальной информации, а значит, более эмоциональной реакцией. Благодаря знаниям особенностей психологии восприятия в дизайне и умениям синтезировать их в единое целое возможно значительно повысить качество создания фирменного стиля организации.

Ключевые слова: идентичность, корпоративная идентичность, имидж, лояльность, визуальные элементы.