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THE IDENTITY OF THE "OTARA" COFFEE BRAND: MEANS OF VISUALIZING ANIMALISTIC MOTIFS

In today's world, design is progressing rapidly, and we encounter visual examples of various products daily that grab our attention. The importance of logo and packaging design cannot be stressed enough [1]. They play a vital role in distinguishing products in a competitive market. Effective design should be simple and practical, conveying information accurately to consumers while meeting each brand's unique needs [1].

In modern graphic design, the current trends in logo and packaging design offer a range of solutions, including the use of different fonts, mixing various styles, incorporating bright colors and compositions, as well as integrating plastic and geometric shapes.

Modern Ukrainian graphic design is equally as expressive and deserving of recognition as its global counterparts. Many Ukrainian brands boast vibrant logos and packaging designs that bear distinctive markers indicating their origin.

For instance, the Lviv-based design bureau "Directa" presents an example of logo and packaging design in their project for the coffee brand "O tara" (see Fig. 1). This project was undertaken for a young Ukrainian couple who started their business in Belgium. The logo preserves national identity by incorporating the Ukrainian

word for the brand name, albeit written in English letters for international appeal [2] (see Fig. 1). The bureau conceptualizes the brand name "O tara" as representing a community united by shared values and lifestyle. As they put it, "O tara is about a community of people united by common values and lifestyle. A morning sloth may appear in a coffee shop, and a swift-footed llama may run in for lunch" [2]. The design team illustrates animals indigenous to various regions of coffee plantations, emphasizing the significance of local fauna due to the elevated terrain of coffee farms [2]. The minimalist depiction of these animals using plastic forms in the shape of silhouettes maintains a sleek aesthetic. The color palette combines green with chromatic tones to evoke the natural landscapes of coffee plantations, symbolizing tranquility and gentleness. The corporate identity of the "O tara" brand extends to products such as cups, business cards, and coffee packaging. The design elements' texture is intricately linked to both function and aesthetics, ensuring convenient storage and preparation of coffee while featuring unique stylized images of rare animals to captivate buyers' attention (see Fig. 3 and Fig. 4 for examples).

The corporate identity of the coffee brand "O tara" crafted by the Lviv-based design bureau "Directa" exudes a distinct identity, with its logo and packaging design serving as custodians of the national essence of the Ukrainian people. The emergence of Ukrainian brands presents an avenue to disseminate information about the country, shedding light on the challenging circumstances of war and the support required by the Ukrainian populace.

REFERENCES

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2. Directa Design Bureau's project for the coffee brand won the Red Dot. *Telegraf - designer magazine*. URL: <https://telegraf.design/news/proyekt-directa-design-bureau-dlya-brendu-kavy-zdobuv-red-dot>



Fig. 1. Corporate style of the "O tara" brand



Fig. 2. Logo and packaging design of the "O tara" brand



Fig. 3. Logo and packaging design of the "O tara" brand



Fig. 4. Packaging design of the "O tara" brand