



УДК 7.004.921

FEATURES OF DEVELOPING CORPORATE STYLE AND BRAND INTEGRATION FOR A CLOTHING WEBSITE BASED ON THE EXAMPLE OF THE SPORTSWEAR BRAND "FOCUS"

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The results of the study on effective visual communication are presented, using minimalistic design and personalization of brand identity on the website.

Keywords: branding, identity, corporate identity, visual identifier of the website, product display for users.

ABSTRACT

The study presents the results of research on effective visual communication using minimalist design and brand identity personalization on a website. Keywords: branding, identity, corporate style, website visual identifier, product display for users.

INTRODUCTION

In the era of digitalization, another crucial element has become the proper presentation of a brand on social networks and the internet. Today, brand identity includes the visual part of the website, email newsletters, and social media page design. An essential factor for the success of any business, especially a clothing store, is creating a brand design that is reflected on the website.

PURPOSE

The aim of our work was to identify and apply innovative approaches in graphic design to enhance the recognizability and attractiveness of the brand. We researched effective visual communication, the use of minimalist design, and the personalization of identity on the website. Our analysis emphasizes the importance of a professional approach to visual identity in a competitive market environment, confirming the role of graphic design in increasing the brand's effectiveness and popularity [1].

RESULTS AND DISCUSSION

To effectively integrate UX and brand identity, businesses must ensure that every user interaction reflects the brand's identity and values. This means that UX design should not only be user-friendly but also align with the brand's essence. The role of visual design in brand recognition is crucial, as it is the first thing customers notice about a product. The design should match the brand's image and values and be easily recognizable [2].



User experience (UX) and brand identification are two important components of a successful business [3]. UX is the way users interact with a product or service, while brand identification is how the target audience perceives the brand. To reflect identity, the site should include such corporate style elements as the brand name, logo, color scheme, and messaging. Identity goes beyond mere aesthetics. It encompasses the essence of the brand, its values, individuality, and the emotions it aims to evoke in its audience. This feature is important as it helps create consistency and recognizability of the brand image that resonates with its target audience [4].

Using the example of the sportswear store "Focus," a logo and visual identity were developed that reflect modern trends and match the store's style. This created a sense of unity and coherence for the brand. The corporate style and design adhere to several principles of graphic design, making it obvious, simple, and understandable. It expresses the brand's individuality and uniqueness, distinguishing it from competitors.

CONCLUSIONS

The research results present the features of creating an effective and attractive corporate style and design for a clothing store based on the example of the brand "Focus." Clearly defined principles such as clarity, uniqueness, consistency, and alignment with the target audience proved to be important for successful positioning and brand development.

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ВАСИЛЬЄВА О., ПИЛЯВЕЦЬ А.

ОСОБЛИВОСТІ РОЗРОБКИ ФІРМОВОГО СТИЛЮ ТА ІНТЕГРАЦІЇ БРЕНДУ ОДЯГУ НА САЙТ НА ПРИКЛАДІ СПОРТИВНОГО БРЕНДА ОДЯГУ «FOCUS»

Представлено результати дослідження ефективної візуальної комунікації з використанням мінімалістичного дизайну та персоналізації айдентики бренду на сайті.

Ключові слова: *брендинг, ідентичність, фірмовий стиль, ідентифікатор веб-сайту.*