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## GRAPHIC DESIGN OF THE CORPORATE STYLE FOR A SPORTS TEAM

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*This article explores the synergy between graphic design and art through the example of sports team branding, highlighting the influence of art and culture on visual identity. By analyzing recent trends and case studies, we examine the role of design in history and cultural representation. The results highlight the importance of integrating artistic elements into corporate branding strategies to resonate with diverse audiences.*

**Key words:** *graphic design, branding, visual identity, corporate style, culture, art.*

### INTRODUCTION

The Corporate style design is a foundational aspect of modern sports branding, integrating visual and spatial elements to create a unique and consistent team identity. Contemporary sports branding has evolved into a fusion of artistic expression and cultural identity. corporate-style graphic design, with its emphasis on visual coherence and narrative depth, provides a framework for embodying team values heritage. Sports brands utilize graphic design to reflect the influence of cultural heritage and art, developing a visual language that resonates with diverse audiences. By studying the interactions between art, culture, and design, to reveal the strategies employed in creating compelling visual identities for sports teams.

### PURPOSE

This study aims to interrogate how corporate graphic design for sports teams synthesizes artistic innovation and cultural narratives to build a cohesive and impactful brand identity. By examining contemporary examples, providing insights for future branding strategies in the sports sector.

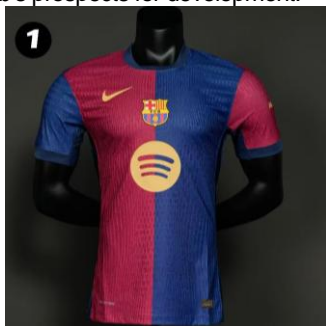
### RESULTS AND DISCUSSION

Using the Barcelona football team as a case study shows how design regulates the cultural narrative. In Figure 1, the 2024 FC Barcelona redesigned its jerseys by integrating recycled polyester fabric with a contemporary reinterpretation of the club's iconic stripes, thereby demonstrating a commitment to both innovation and tradition. The most distinctive feature of Barcelona's autumn jerseys is their classic red-and-blue color scheme, which originates from the club's historical legacy and serves as a crucial emblem of the team's identity. The traditional red and blue stripes are one of the important elements in the pattern design of Barcelona's jerseys. However, in the design process, these stripes may also be deformed or re-interpreted to make the jerseys more modern and stylish [1].



The case study of the FC Barcelona badge exemplifies the seamless integration of art and culture. The upper quarter prominently features the "senyera," the red-and-yellow stripes of the Catalan flag. In Figure 2, this motif directly ties the club to Catalonia's regional identity, emphasizing its role as a symbol of Catalan pride. A white cross on a red background dominates the center, referencing the Cross of St. George (Creu de Sant Jordi), the patron saint of Catalonia. This religious and historical emblem reinforces the club's connection to medieval Catalan heritage and its embodiment of regional values. The bottom halves display Barcelona's signature "blaugrana" (blue and red) stripes. These stripes have become synonymous with the club's sporting ethos and global brand [2].

It is precisely because of its profound cultural connotations that it demonstrates its spirit and will. By integrating art and culture, a club can deepen its heritage and gain broader public recognition. This integration also significantly enhances fan cohesion and the club's prospects for development.



**Fig. 1.** FC Barcelona's 2024 football jersey



**Fig. 2.** The Barcelona football club badge

The logo serves as the cornerstone of a sports team's visual identity. A well-designed logo encapsulates a team's ethos, legacy, and aspirations while maintaining visual simplicity and adaptability. Recent trends in logo design prioritize minimalism and versatility to ensure compatibility across digital and physical platforms. As demonstrated in Figure 3, the 2020 rebranding of the Juventus Football Club logo exemplifies this shift, adopting a minimalist design that balances tradition and modernity.

The fusion of tradition and modernity, the modern logo design tends to be simplified and modern, and the new logo launched in 2017, featuring a minimalist "J" letter shape, represents a new direction for Juventus and embodies continuity and innovation. The simplified and bold design allows Juventus to be more recognizable globally, in line with the modern brand strategy of increasing brand identity through simplicity and diversity [3].

Graphic design serves as a vital medium for conveying the cultural heritage and regional identity of sports clubs. Many clubs integrate local cultural elements and historical contexts into their logo and uniform designs. Such design strategies not only bolster fans' pride and sense of belonging but also attract a broader audience of spectators and sponsors who are intrigued by the local culture [4].



**Fig.3.**

Juventus  
Football  
Club  
Logo



**Fig.4.**

San  
Antonio  
Spurs  
Osaka  
Sakura  
Football  
Team  
Logo



### CONCLUSIONS

In conclusion, corporate-style graphic design for sports teams is a powerful tool for cultural expression. By embracing the influence of art and promoting collaboration with local culture, sports teams can enhance their brand identity and connection with fans. Future research should explore the evolution of the relationship between design and culture in the sports industry.

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**БЕЗУГЛА Р., ЛЮ Веньлу**

### ГРАФІЧНЕ ОФОРМЛЕННЯ ФІРМОВОГО СТИЛЮ ДЛЯ СПОРТИВНОЇ КОМАНДИ

У статті розглядається синергія графічного дизайну та мистецтва на прикладі брендингу спортивних команд, підкреслюється вплив мистецтва та культури на візуальну айдентіку. Аналізуючи останні тенденції та тематичні дослідження, вивчається роль дизайну в історії та культурному поданні. Результати наголошують на важливості інтеграції художніх елементів у стратегії корпоративного брендингу для знаходження відеуку у різноманітній аудиторії.

**Ключові слова:** графічний дизайн, брендинг, візуальна айдентіка, корпоративний стиль, культура, мистецтво.