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Proceedings of the 1st International Scientific
and Practical Conference
**"Modern Scientific Research: Theoretical and
Practical Aspects"**
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4.   Shostachuk, T. V., Petukhova, T. A., Denysenko, A. O., Trehub, A. M., Piddubna, O. M. (2024) Suchasni tendentsii hrafichnoho dyzainu u sviti ta v Ukraini. [Current trends in graphic design in the world and in Ukraine]. Naukovi innovatsii ta peredovi tekhnolohii. №39. P. 1602-1611. https://doi.org/10.52058/2786-5274-2024-11(39)-1602-1611. [in Ukrainian].
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DEVELOPING A LOGO DESIGN FOR A BRAND CAFE-PASTRY SHOP

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Abstract. The research is devoted to the development of a logo design for the brand of the cafe-confectionery "Kiev cake" in order to attract the attention of consumers, position it and highlight it in the market. The paper presents the results of research of literary sources and pre-project research on the features of corporate styles of Ukrainian cafes and pastry shops and describes the process of creating a visual image of the cafe "Kiev cake" brand.

Keywords: corporate identity, brand, logo, corporate color, corporate fonts, "Kiev cake".

Introduction. The term "brand" has a multifaceted meaning in the context of modern marketing and communications. On the one hand, a brand is an identifier of a product or service that makes them stand out in the market and gives them uniqueness compared to competitive offers. On the other hand, a brand is an emotional association that consumers form based on their experiences and interactions with a particular company or product. The definition of a brand in his work suggests D. Airey [2], which characterizes it as a marker that attracts the attention of consumers, arousing their curiosity and encouraging them to pay attention to a specific product or service. Brand attributes include various visual elements created based on the analysis of existing brands, modern principles of graphic communication, creativity, artistic abilities and professional skills of the designer. The modern world of brands is extremely competitive, and it is not an easy task for Ukrainian companies seeking to stand out in

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the domestic and international markets. Therefore, creating concise graphic information about the brand is an important requirement today.

Purpose and objectives of the study. To study the features of corporate styles of Ukrainian cafes and pastry shops in order to identify typical solutions for this market segment. Develop the logo of the cafe "Kiev cake" brand, applying the methodology of developing corporate identity and its components based on the study of analogues.

Research results and their discussion.

For the successful operation of a modern commercial enterprise, it is necessary to ensure its visual differentiation, recognition and memorization by users, which is possible thanks to the creation of a visual identification system (Svi) of the enterprise. The works of Ukrainian and foreign authors are devoted to the study of Svi and corporate identity. In [7], the concept of corporate identity is considered, its main elements and carriers are highlighted, and the influence of corporate colors on the psychological and emotional state of consumers is described. The authors define corporate identity as an effective means of communication, define and characterize its main functions. Researchers have developed a methodology for analyzing analogues to determine the features and patterns for creating corporate styles of companies. They proposed and tested the sequence of development of the company's corporate identity, reflecting the brand philosophy and improving its identification.

In the works of T. Melewar [9,10] defines and characterizes the key elements of the Svi: name, logo, color, typography. In the work of M. Kim and J. Lim [6] analytically presents that Svi helps an enterprise form its own unique corporate identity by transforming corporate ideas, culture, principles, and services provided into specific visual cues. D. Arly [2] defines that the main elements of Svi and corporate identity of enterprises are: logo, website, packaging, business cards, additional branded products-gifts, which increases the number of positive reviews and recommendations, ensuring the advantage of brand consumers against the background of competitors. The author also provides recommendations on the specifics of creating logo design, their color and font representation. In the works of G. Adr [1] and D. Arly [2] emphasizes the close relationship between the aesthetics of logos and the components of the corporate identity of brands.

Scientists have determined [5] that the color scheme of the market leader logo becomes key in the memory of consumers and affects the perception of competing brands, and proved [8] that there is a significant negative relationship between color differentiation from the market leader and the commercial success of another brand of the same product category. Researchers note the need to choose the colors of logos in accordance with the names, graphic images [4] or areas of activity of brands [3].

Font solutions for logos also have an impact on creating an image and transmitting important information to users about the basic principles of the company's work. A thorough study of literary sources and thousands of brands, respectively, font types for different market segments is provided in the study of O. Vasiliev [11].

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The logo plays an important role in creating brand identity, attracting consumer attention, and reproducing values and style. In order to determine typical solutions for logos of Cafe and confectionery brands, a comparative analysis of the visual content of twenty popular brands of this market segment in Ukraine was carried out. As an example, the article considers the logos of two competing Cafe brands – "Volkonsky" and "Lviv chocolate workshop". The corporate identity of the Volkonsky cafe reflects elegance, tradition and European sophistication. It combines classic elements with a modern aesthetic, conveying the atmosphere of a French bakery and pastry shop (fig. 1). The brand is based on the philosophy of preserving classical traditions, using exclusively natural products and attention to detail, which creates a special atmosphere of refined taste and quality. Therefore, the corporate identity of the Volkonsky cafe combines elegance, tradition and naturalness. The logo is made in a classic elegant sans serif font. The color scheme is based on restrained, warm natural shades – beige, cream, brown and gold, evoking associations with pastries and natural ingredients.

The identity of the "Lviv chocolate workshop" is based on the atmosphere of authenticity, sophistication and warmth associated with the traditions of Lviv chocolatiers, home comfort and naturalness. The brand's philosophy is based on the use of natural ingredients, preserving the traditions of Lviv chocolate art and creating a unique atmosphere of pleasure. The brand's corporate identity conveys the spirit of ancient Lviv, combining the aesthetics of European coffee shops with handmade charm. The logo is made in a classic style with exquisite details that resemble ancient fonts and decorative elements (fig. 2). The brand's color scheme is based on deep, rich shades of brown, dark chocolate, coffee and gold, which are associated with elegance, tradition and quality. They create an atmosphere of comfort, tranquility and refined taste.

Figure 1. Logo of the cafe-confectionery "Volkonsky"

Figure 2. Logo of "Lviv chocolate workshop"

The results of the analysis showed that brands have their own unique features that reflect their values and target audiences: both brands use combined logos, natural colors and symbolic graphic elements and fonts. Regarding other analyzed logos of cafes and pastry shops, it was determined that they are typical of the features characteristic of the logos "Volkonsky" and "Lviv chocolate workshop". Often in the logos of this market segment, in addition to the brown-beige palette, pink shades are used, given that potential consumers of brands are women and children who love these colors and associate them with pleasure, joy, goodies and happiness.

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Starting to develop the logo of the cafe-confectionery "Kiev cake", the features of consumer associations with the brand name were analyzed. It is revealed that the name is associated with a well-known delicacy produced by several confectionery factories and bakeries in Ukraine, and on the packaging of these products there are always images of chestnut leaves and fruits, which allows consumers to easily identify the product.

The logo of the cafe-confectionery "Kiev cake" was designed taking into account the concept of the institution, combining tradition, sophistication and naturalness. The main visual symbol is the chestnut leaf, which is associated with Kiev and emphasizes the authenticity of the brand (fig. 3). This element creates a recognizable image and evokes strong associations with the city and its legendary dessert. The Font in the logo is made in a modern, elegant sans-serif style, as in most of the leading cafes in this market segment, which adds lightness, minimalism and sophistication. This choice makes the brand attractive to a wide audience, emphasizing quality, aesthetics and perfection. Lowercase letters, their increased width and roundness indicate customer friendliness. The company's color scheme includes pastel pink, brown, green and beige colors, which together create an atmosphere of comfort and harmony. Pastel pink symbolizes tenderness and sophistication, Brown is associated with chocolate and pastries, Brown and green add naturalness and freshness to the accent, and cream complements the overall style with warmth. All these elements are harmoniously combined, forming a recognizable, aesthetic and emotionally rich brand that conveys the historical heritage, quality and connection with Kiev.

Based on the results of the research work, the logo and visual image of the brand "Kiev cake" were created (fig. 4). The main element of the identity is an elegant monogram, which is distinguished by symmetry, conciseness and stylish execution. It reflects the brand's key values – comfort, comfort, peace of mind and trust. The logo is designed in the company's color scheme, which enhances the emotional connection with the brand and creates a sense of harmony and sophistication. Thanks to the combination of sophistication and minimalism, the brand's visual style emphasizes its uniqueness and recognition.
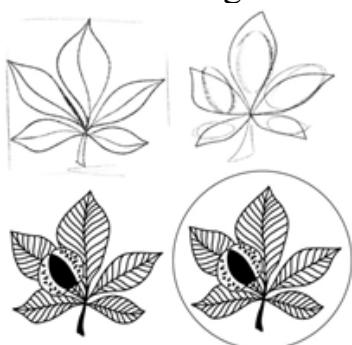
Figure 3. Sketch of the graphic element of the logo of the cafe-confectionery "Kiev cake"

Figure 4. Variants color solutions of the logo of the confectionery cafe "Kiev cake"

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Conclusions. The logo of the cafe-confectionery "Kiev cake" was developed based on the method of analyzing analogues to determine the features and patterns when creating corporate styles of companies and their components. The analysis of literature data on this topic is carried out. Based on the analysis of logos of brands of cafes and pastry shops in Ukraine, the characteristic features for a certain market segment are determined.

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