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Innovative features of corporate identity development

Abstract. In 2024, a clear and recognisable visual identity becomes a key factor for success for any brand. Traditional approaches to developing a corporate style are no longer as effective as they once were, so there is a need for fresh and innovative solutions. This research aims to elucidate the interrelationships between various elements of corporate identity. The methodology encompasses generalisation, identification of common patterns based on acquired data, and logical analysis of existing knowledge. The research methods employed include a comprehensive analysis of specific works to isolate fundamentally similar operations. Furthermore, model the commonality of corporate style and its components as an integrated system to identify the forms of new elements. This study involves an in-depth examination of theoretical materials and a detailed analysis of case studies, focusing on key features that render the development of corporate identity innovative. These include visual identity, flexibility, storytelling, authenticity, universal design, personalisation, VR, AR, AI, and sustainability. Visual identity ensures brands are recognisable and memorable. Flexibility allows brands to adjust their visual elements across various platforms, maintaining consistency. Storytelling and authenticity build trust and loyalty by conveying a brand's history and values. Universal design enhances reach by being inclusive. Personalisation tailours identity to individual preferences, creating relevant experiences. VR and AR offer immersive experiences, enhancing brand engagement. AI facilitates dynamic brand elements that evolve based on real-time data. A sustainable approach aligns brands with consumer demand for eco-friendly practices. In summary, the innovative development of corporate identity is characterised by a multifaceted approach that integrates visual identity, adaptability, storytelling, inclusivity, personalisation, immersive technologies, AI, and sustainability. Each of these elements contributes to a cohesive and compelling brand presence that resonates with contemporary consumers. Implementing these innovative principles to carry out projects will help create a unique and dynamic corporate style that stands out in the competitive market, emotionally influences the audience, and contributes to success

Keywords: innovation; design; branding; marketing; visual identity

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INTRODUCTION

In 2024, where competition is constantly increasing and consumers are becoming more discerning, a clear and recognisable visual identity is a key factor for the success of any brand. Traditional approaches to corporate identity development are no longer as effective as they once were, necessitating fresh and innovative solutions. The development of corporate identity is becoming a crucial stage in building a successful business. Innovations in this process can significantly enhance a company's perception and make its brand more memorable and attractive to customers.

S. Di Lauro *et al.* (2020) examined the growing importance of storytelling in developing a strong corporate identity. The researchers argue that in 2024, consumers will engage with brands on an emotional level, and companies that are able to create compelling stories around their values and goals will be able to strengthen relationships with their target audiences. The authors' analysis shows that incorporating storytelling elements into visual brand identity, messaging and marketing campaigns can enhance brand memorability and foster emotional connections with consumers.

X. Wang & L. Zhang (2021) investigated the increasing influence of user-generated content (UGC) on corporate identity. Scientists argue that social media platforms have empowered consumers to become active participants in shaping brand perception. Companies need to consider how UGC like customer reviews, social media posts, and brand mentions influence their corporate identity. Their findings support the notion that a successful corporate identity development strategy must be adaptable and responsive to external factors. The authors suggest that companies can leverage UGC to gain valuable insights into consumer preferences and adapt their corporate identity accordingly.

The researcher J. Müller-Brockmann (2021) highlights that creating a unique corporate identity is a crucial factor for brand success in the market. His research focuses on the significance of structuring visual elements using modular grids, which ensures harmonious and functional design. The author's emphasis on the importance of proper spacing and keystroke to enhance text readability aligns with findings that a well-structured and visually appealing corporate identity can significantly boost brand recognition and customer loyalty. Research supports his conclusion that continuous innovation in corporate identity is essential for maintaining relevance and attracting consumer attention.

S. Heller & S. Chwast (2011) explore the influence of surrealism on contemporary design, tracing its evolution from the works of Salvador Dali to the application of artificial intelligence in design. They argue that surrealist elements in contemporary graphics can create unique and memorable corporate identities, which is supported by research. Incorporating innovative and surreal design elements can attract the attention of the target audience and increase brand recognition. The author's analysis shows how surrealism can promote personalisation in design,

supporting the conclusion that personalisation helps to build closer and longer lasting relationships with customers, increasing customer loyalty and satisfaction.

The author R. Poulin (2020) provides practical recommendations for creating effective layouts in corporate identity development. He covers various aspects of layout design, including typography, colour schemes, and composition. The author's emphasis on practical exercises to master layout skills complements findings on the importance of detailed planning and execution in corporate identity development. His work highlights that a well-designed layout not only improves aesthetics but also enhances communication effectiveness, which aligns with conclusion that systematic and detailed planning in corporate identity is crucial for market success.

V. Papanek's (2020) book focuses on the social and environmental responsibility of designers. He advocates for design that is not only aesthetically pleasing but also socially useful and environmentally sustainable. The author's principles are directly relevant to research, which emphasises the role of ethics and sustainability in corporate identity. Findings indicate that an ethical and sustainable corporate identity increases trust in the brand and attracts consumers who value corporate responsibility. V. Papanek's (2020) work underscores the importance of integrating ethical considerations into corporate identity to build a positive brand image and foster consumer loyalty.

The official website of DaliWin (2022) discusses the benefits of visual identification for business, emphasising that a well-designed corporate identity helps create a unique brand image that stands out in the market and increases consumer awareness and trust. This aligns with findings that innovative and personalised corporate identity elements enhance brand recognition and competitive advantage. This source emphasis on the importance of a unified visual style supports conclusion that comprehensive planning and a systematic approach to corporate identity development are essential for achieving market success.

Developing a corporate identity in modern environment has become a challenging task for businesses. Rapidly changing consumer tastes and preferences, constant technological development and the growing globalisation of markets put constant pressure on companies trying to stand out from the competition and attract consumer attention. The main problem is that traditional approaches to corporate identity development are no longer always effective in 2020's market. Changing consumer preferences and expectations require companies not only to analyse their needs, but also to actively respond to them by developing innovative solutions and a creative approach to branding. The globalisation of markets also creates new challenges for companies in developing their corporate identity. Companies need to consider their audience not only locally but also internationally, ensuring that their brand is universal and understandable to different cultural and geographical consumer groups.

Finally, the growing emphasis on social and environmental responsibility requires companies to reflect these values in their corporate identity. This means not only creating an aesthetically pleasing design, but also reflecting the company's social and environmental initiatives in its brand. Developing an innovative corporate identity requires companies to be flexible, creative and open to innovative approaches.

The purpose of the publication is to identify innovative features of corporate identity development.

MATERIALS AND METHODS

The research conducted in this article is based on a comprehensive multi-level methodological approach, which includes the presentation and research of scientific facts, comparison of design creation and review processes, modelling of different identity formation possibilities and analysis of corporate identity formation systems. Each of these research methods was chosen to provide a deep understanding of the complex processes involved in the development of innovative corporate identity, as well as to identify the key factors that contribute to this process. The research involved the presentation and examination of academic evidence. This involved an in-depth analysis of existing scholarly literature and publications highlighting current trends and approaches to corporate identity development. The scholarly evidence gathered at this stage informed the subsequent stages of the research (Melewar & Jenkins, 2002). Particular attention was given to exploring the key elements influencing corporate identity innovativeness, such as visual identity, flexibility and adaptability, storytelling and authenticity, universal design, personalisation, use of virtual reality (VR) and augmented reality (AR), artificial intelligence (AI) and sustainability (Di Lauro *et al.*, 2020).

The next step was to compare the design creation and evaluation processes. For this purpose, a comparative analysis of different processes of creating and evaluating corporate design in leading companies was conducted. This enabled the identification of best practices and approaches to corporate identity development. The comparison process took into account various aspects including conceptualisation, design approval and review processes, and the impact of these processes on the final outcome. Particular attention was paid to how different companies adapt their visual elements to ensure consistency and coherence across different platforms and contexts (Kapferer, 2012).

One of the key stages of the research was modelling different possibilities of identity formation. To do this, we used a modelling approach that allowed us to develop and test different approaches to corporate identity creation. The modelling involved creating different options for visual identity, flexibility, adaptability, storytelling and authenticity, universal design, personalisation, and the use of VR/AR and AI (Fombrun & Rindova, 1998). Each of these options was evaluated in terms of its effectiveness in achieving its objectives as well as its impact on the target audience's

perception of the brand. The modelling helped to identify the most promising approaches to corporate identity development, as well as the potential risks and challenges that companies may face in implementing these approaches.

The fundamental and main research method was the analysis of existing corporate identity systems. This method reached its peak through the abstraction and concretisation of the phenomena inherent in corporate identity. The analysis of the systems included a systematic review and synthesis of information from various sources, which allowed us to identify general trends and innovative approaches (Müller-Brockmann, 2021). Particular attention was paid to the study of how different elements of corporate identity interact with each other to create a single and coherent system. The analysis also included a study of the impact of external factors, such as cultural, social and economic conditions, on the processes of corporate identity formation.

Research has shown that visual identity is a key element in ensuring brand recognition and memorability. Flexibility and adaptability allow brands to easily adapt their visual elements for use on different platforms and in different contexts, which helps maintain consistency and integrity (Aaker *et al.*, 2001). Personalisation has become a significant trend, allowing brands to customise their identity according to individual user preferences and behaviours, creating more engaging and relevant experiences (Hamari *et al.*, 2014). Using these research methods, it was determined that, the introduction of VR and AR technologies has revolutionised the way brands interact with consumers, offering immersive experiences that enhance brand perception and engagement (Manovich, 2002). Artificial intelligence plays a key role in developing innovative brand identities as AI tools and algorithms facilitate the creation of dynamic and adaptive brand elements that can change based on real-world data and user interactions (Fombrun & Shanley, 1990).

In addition, a sustainable approach to corporate identity development emphasises the importance of environmentally friendly practices, which ensures that brands are in line with growing consumer demands for environmental responsibility. This includes the use of environmentally friendly materials and technologies, as well as the implementation of strategies that help reduce negative environmental impact.

The use of a multi-level methodological approach allowed us to comprehensively study the processes of corporate identity development and identify the key factors that contribute to its innovation. Presentation and research of scientific facts, comparison of design creation and review processes, modelling of different possibilities of identity formation and analysis of corporate identity formation systems provided a deep understanding of the complex processes involved in the development of an innovative corporate identity. Thus, an innovative corporate identity is the result of a comprehensive approach that includes the consideration of many factors and the use of various research methods.

RESULTS AND DISCUSSION

Corporate identity development is becoming a crucial stage in building a successful business. Innovations in this process can greatly improve the perception of a company and make its brand more memorable and attractive to customers. Flexibility and adaptability are key aspects in developing a corporate identity. It should be easily adaptable to different media formats and platforms, including print materials and social media. The use of animation and interactive elements for digital platforms is also an important step. Research and study of proportions, scale, rhythm, statics and dynamics, symmetry and asymmetry, contrast, nuance, identity; colour harmonious combinations.

Corporate identity is a set of colour, graphic, verbal, typographic and permanent elements that provide visual and semantic unity of goods (services) and all information coming from the company and its internal design. Traditional approaches to corporate identity based on standards and rules have their advantages, but in the rapidly changing world of 2024, they can become a limitation for brands. For example, the use of static logos and fixed colour schemes provides stability and brand recognition, but also makes it difficult to adapt to rapid changes in the marketplace (Olins, 2017).

Visual identity is an important aspect of any brand, as it is its face and the first element that consumers notice. This system includes various elements that together create a unique brand image and convey its identity. The main components of visual identity are the brand name or logo, which is the main visual symbol of the company, as well as the colour palette and typography that complement and reinforce the brand perception. In addition, the visual key includes other visual elements, such as graphic elements, templates, photo style, etc., that help create consistency and unity across all visual brand communication. It is important that these elements are consistent and reflect the brand's uniqueness and identity, revealing its history, values, and character. This approach helps to stand out from the competition and creates a strong association between the brand and its audience.

In a world where technology and consumer trends change at high speed, the need for constant flexibility becomes critical. Traditional methods can slow brands' response to new market conditions and demands, as they do not provide mechanisms for rapid adaptation. This can lead to a loss of competitive advantage and a loss of connection with audiences. As noted by C. Fombrun & V. Rindova (1998), developing innovative approaches to corporate identity that promote greater flexibility and adaptability becomes an important challenge for brands in the 2024 business environment.

The lack of interactivity in traditional approaches to corporate identity can be a serious limitation in audience engagement. Modern consumers, becoming increasingly demanding, expect active and engaging interactions with brands. Innovative corporate identities can fulfil these expectations by becoming interactive and engaging for

audiences. This means that brands need to create special interaction formats that encourage consumer participation in the brand's life. These formats can be very diverse, including games, surveys, interactive applications, or even open dialogues (Hamari *et al.*, 2014). For example, creating interactive websites with gamification elements can make the process of getting to know a brand more exciting and interesting for users. This approach helps to increase consumer loyalty and engagement, as they actively interact with the brand and feel part of its community. In particular, the authors S. Deterding *et al.* (2011) investigated the historical origins of the term gamification and how this phenomenon is related to game design in general.

It is also important to note that interactivity allows brands to better understand the needs and preferences of their audience. With the help of surveys and feedback, companies can collect valuable information that will help them to constantly improve their product or service. Thus, innovative approaches to corporate identity development not only increase brand flexibility, but also ensure its closer connection with the audience, which is a key success factor in modern dynamic market environment.

Being tied to a human brand ambassador is a great example of interaction for both small and large companies. It can be a show host on a specific channel, a content creator for a large company on social media, or even the head of the company who actively communicates with the audience through online platforms. The person representing the brand becomes the face of the company and a reflection of its values and approaches. If this personality shows a smiling, positive, cheerful and intelligent nature, then all these positive traits are automatically associated with the brand. This approach not only increases brand awareness, but also helps build trust and a deeper connection with the audience. When consumers see that there is a real person behind a brand with a strong personality and opinions, they feel more like and willing to engage with it.

A good example of interactivity is the ability for consumers to communicate with the brand, especially when it comes to a large brand. For example, a chatbot with support managers that operates around the clock allows customers to get fast and effective help at any time. Answers to frequently asked questions can be presented in a "specific comment-answer" format, which helps consumers find the information they need quickly and easily. In addition, infrequent public displays of loyalty to specific customers, such as discounts, gifts, or personal positive comments, create an emotional connection with the brand. This not only increases loyalty, but also fosters a sense of attachment to the company and positive brand perception. Such interactivity and personalisation help create a deeper connection between the brand and its consumers (Pharmaceutical encyclopaedia, 2024).

Creating a visual identity for a brand is a multifaceted and delicate process that requires attention to detail and careful planning. A unique visual identity becomes a kind of face of the brand, which is perceived by consumers

and defines its identity in the market. A well-built identity allows a brand to stand out among competitors and create a unique image that attracts attention and leaves a lasting impression on consumers. The first step in creating a visual identity is to carefully study the goals and target audience of the brand. It is necessary to understand what ideas and values it seeks to convey and what emotions it wants to evoke in its consumers. This information serves as the basis for developing a design concept that reflects the brand's characteristics and appeals to its target audience. The next step is to select key elements of visual identity, such as a logo, colours, fonts, and graphic elements. Each of these elements should fulfill its function and contribute to the creation of a coherent brand image. The logo, for example, should be easily recognisable and associated with the brand, while colours and fonts should emphasise its personality and style.

It is also important to ensure that visual elements are used consistently across all media and in all brand communication materials. This helps to maintain the unity and clarity of the brand image and ensures its successful recognition among consumers. Innovation in creating a visual identity lies in the ability to reproduce brand features through modern technologies and a creative approach to design. It allows brands to go beyond standard approaches and create unique and engaging images that attract attention and leave a lasting impression on their consumers. In global context, since the 2010s, many huge corporations have had their own virtual worlds where they provide interactive experiences for users from all over the world: demonstrations of new projects, previews and even concerts. The augmented reality system is also actively used as a tool for unique displays and improving the existing reality in the desired format. History and authenticity play a key role in the development of innovative corporate identity, as this approach allows brands to recreate their unique story and highlight their authenticity. This approach creates a favorable environment for building trust and loyalty among consumers.

Focusing on brand storytelling allows companies to connect with their consumers by sharing their roots, values, and vision. Telling the brand story not only reflects the journey the company has been on, but also helps

consumers better understand the company's mission and empathise with its goals. An in-depth understanding of the brand story stimulates an emotional connection between the company and its customers, which helps build long-term relationships.

Emphasising authenticity allows brands to establish trust among consumers as they perceive the company as honest, open, and reliable. The alignment between how a brand presents itself and how consumers perceive it creates a compelling brand image. Authenticity is becoming a key factor in building sustainable customer relationships, as it is reflected in every aspect of a brand's interaction with its audience. Innovative brand identity, based on telling your own story and emphasising authenticity, allows brands to stand out from the competition and attract the attention of consumers who value openness and honesty in their interactions with a company. Universal design is a step forward in corporate identity, as it not only promotes inclusivity, but also opens the door to a larger audience (The power of storytelling..., 2024). This concept ensures that the brand's products and services are accessible and convenient for everyone, regardless of their needs or limitations. The innovation lies in the fact that designers not only create aesthetically pleasing products, but also take into account the needs of different user groups, including people with disabilities. The principles of universal design aim to ensure that a product or service is accessible and understandable to all users, regardless of their age, gender, level of physical or cognitive abilities. This means that the design should be flexible and adaptive, providing different ways of interaction and perception for different users. The innovation in this approach lies in understanding and implementing new technologies and design methods that contribute to the creation of more inclusive products and services. For example, the use of smart technologies can help create products with interfaces that are easy to use by people with different types of disabilities. Also, innovations in materials and designs can make products more ergonomic and user-friendly. Universal design is a key component of innovative brand identity, as it allows brands to create products and services that meet the needs of different users while ensuring unity and consistency in brand representation (Table 1).

Table 1. Main features of universal design

Feature	Description	Example
Universal design	A key component of innovative brand identity that allows brands to create products and services that meet the needs of different users while ensuring unity and consistency in brand representation	1. Accessibility and convenience for all users: Companies can create products and services that are accessible to people with disabilities, such as ramps, Braille signage, and websites with screen readers
		2. Expanded target audience: By considering the needs of a wider range of users, brands can reach a larger market and increase their customer base
		3. Increased competitiveness: Companies that adopt universal design principles can gain a competitive edge by offering products and services that are more inclusive and user-friendly

Table 1. Continued

Feature	Description	Example
Innovative brand identity	A unique and memorable brand identity that reflects the company's values and mission. It should be consistent across all touchpoints, including packaging, marketing materials, and employee interactions	1. Unity and consistency: The brand identity should be visually and conceptually consistent across all platforms, creating a cohesive brand experience for consumers
		2. User-centered design: The brand identity should be designed with the user in mind, ensuring that it is easy to understand, navigate, and interact with
		3. Emotional connection: The brand identity should evoke positive emotions and create a sense of connection with consumers
Benefits of combining universal design and innovative brand identity	A company that designs its website with universal design principles in mind will make it easier for people with disabilities to use, which will improve their overall experience	1. Improved user experience: Users are more likely to have a positive experience with a brand that is both accessible and appealing
		2. Enhanced brand reputation: Brands that demonstrate a commitment to accessibility and inclusivity are perceived more favourably by consumers
		3. Increased brand loyalty: Consumers are more likely to be loyal to brands that they feel understand and value them

Source: developed by the authors

Personalisation is becoming not only an important but also a necessary component of innovative corporate identity in the modern business environment of the 21st century. This approach involves taking into account the individual needs and wishes of each customer to create a unique experience that meets their unique expectations. Using personalisation gives companies the opportunity to interact with customers on a more personal level, which helps to improve their satisfaction with the service. This includes creating customised offers, recommendations, and promotions that

meet the specific needs and interests of each customer. A key aspect of personalisation is the use of data and analytics to understand customer behavior and preferences. This allows companies to create more effective and agile customer acquisition and retention strategies that meet their individual needs and expectations. Personalisation of customer interaction not only increases business efficiency, but also allows you to build strong and long-term relationships with customers, which is becoming an important success factor in 2020's competitive environment (Table 2).

Table 2. Features for personalising customer interaction

Feature	Description	Benefit	Example
Personalisation of Customer Interaction	Using data and analytics to tailor products, services, and interactions to individual customer needs	Increased Business Efficiency & Strong Customer Relationships	* Companies can offer targeted promotions and discounts. * Personalised product recommendations can lead to increased sales
Innovative Corporate Identity with Personalisation	Creating a brand identity that focuses on personalised customer interactions	Capture Attention & Build Long-Term Relationships	* Personalised greetings and communications can make customers feel valued. * Loyalty programs with personalised rewards can incentivise repeat business

Source: developed by the authors

The use of the latest technologies, such as virtual reality (VR) and augmented reality (AR), opens up many opportunities for brands to create immersive and memorable experiences for users. These technologies are transforming the way brands interact with their audiences, turning ordinary interactions into immersive and emotionally charged events. Virtual reality offers users the opportunity to enter a virtual world where they can move freely and interact with a brand's products or services in a fully immersive environment. For example, companies can create

virtual tours of their stores or showcase their products in virtual spaces. This allows consumers to have a realistic and immersive experience without leaving home. Augmented reality really allows users to augment the real world with digital objects or information, which opens up new opportunities for brand communication. For example, with AR, users can use their smartphones to view virtual elements such as 3D product models or interactive usage instructions. This creates an opportunity for brands to interact with their audience in a new, engaging, and innovative way.

On the other hand, augmented reality also allows users to supplement the real world with digital objects and information. For example, using AR apps on smartphones allows you to view virtual instructions or demonstrate products in real time. Brands can create AR filters for social media, allowing users to try their products or interact with brand characters virtually. This approach of using the latest technologies, such as virtual and augmented reality, opens up great opportunities for brands to create memorable and immersive experiences for their audience. This strategy not only makes brand engagement more interesting and efficient, but also helps to create a deep and memorable impression of a product or service among consumers.

Augmented reality, which allows users to interact with the real environment by supplementing it with digital objects and information, creates new opportunities for creative marketing and audience engagement with the brand. In particular, the use of AR technologies in marketing campaigns allows creating interactive virtual elements that attract users' attention and stimulate their activity. In general, the use of the latest technologies, such as virtual and augmented reality, expands the capabilities of brands. This not only helps to increase user engagement, but also allows you to attract their attention and deepen their interaction with the brand. This approach is becoming an effective tool for achieving marketing goals and increasing brand competitiveness in the modern digital environment.

Artificial intelligence and machine learning turn corporate identity into a personalised experience for users. Developing a brand-specific AI script helps brands tailor their communications and content to the unique needs and interests of each user. With the help of algorithms that analyse large amounts of data, brands can create individualised offers, recommendations, and content that increases customer engagement and satisfaction. Artificial intelligence also conducts additional analysis and summarises the results and draws an accurate conclusion close to human performance.

The visual hierarchy is not only an important but also a necessary element of any corporate identity, as it determines the way users perceive and understand the brand. This hierarchy determines which design elements attract attention first, how they are positioned relative to others, and how they interact with each other to form an overall impression. A clear visual hierarchy makes a corporate identity more understandable, easy to perceive, and memorable. When a user browses brand materials, such as a website, advertisement, or product packaging, a visual hierarchy helps them quickly navigate and focus on the most important elements. For example, using a large headline, contrasting colours, or highlighting keywords can draw the consumer's attention to the main brand message. A well-built visual hierarchy also enhances the effectiveness of brand communication. It helps convey key ideas and messages with greater clarity and efficiency, making them

more understandable and accessible to consumers. This, in turn, contributes to a positive impression of the brand and strengthens its status in the minds of the target audience.

The main aspects of visual hierarchy include the placement and size of elements, colour, font, contrast, proportions, and other important visual characteristics. A clear hierarchy allows you to separate important elements from less important ones, managing users' attention and providing a logical structure to the information. For example, using different font sizes or colours can emphasise headlines and key messages, making them more visible and eye-catching. Also, the proper use of space and the arrangement of elements can improve the readability and comprehension of content. A clear visual hierarchy helps consumers navigate a page or brand materials faster, reducing the time it takes to find the information they need. It also helps to create a consistent and professional impression of the brand, which can positively enhance its perception and reputation among consumers.

An eco-friendly approach to corporate identity design opens up new perspectives for brands seeking to improve their environmental impact. Using eco-friendly materials and reducing emissions is becoming not only a strategic step to preserve natural resources, but also an important element of sustainable development. This approach reflects the brand's commitment to environmental issues and responsibility to society and nature. It helps brands to positively influence their audience by promoting awareness of the importance of preserving the environment. In addition, sustainability becomes a key component of a brand's identity, emphasising its values and principles. This allows brands to build deeper and more meaningful connections with consumers who care about the environment and value sustainability.

The use of eco-friendly materials in the process of creating a corporate identity reflects the brand's desire to reduce its environmental footprint and contribute to the conservation of natural resources. This may include the use of renewable materials, recycled paper, biodegradable polymers, etc. It is important not only to use such materials, but also to implement them properly in the design, which allows maintaining the aesthetic level and quality of the brand. Waste minimisation strategies in the corporate identity process help to reduce the environmental impact of production. This may include improved waste management, the use of renewable energy sources, and the use of recycling and reuse of materials. This approach helps brands reduce their environmental footprint and contributes to building a positive environmental image. Thus, an eco-friendly approach to corporate identity is not only a strategic decision for a brand, but also an important part of its corporate identity. The practice of using environmentally balanced materials and waste reduction strategies contributes to the creation of a more sustainable and environmentally responsible brand that has a positive impact on consumers and society as a whole. In general, the use of eco-materials and waste minimisation strategies in corporate

identity design allows brands to maintain their environmental responsibility, reduce their ecological footprint, and meet the requirements of sustainable development.

The results of the study are a valuable contribution to understanding the current challenges faced by brands in developing their corporate identity. It was found that traditional approaches that were once effective no longer meet the requirements of the modern market. Changes in consumer preferences, the rapid pace of technological development and the globalisation of the economy require

brands to adopt new, more flexible and innovative strategies. Traditional methods are now expected to be able to adapt to rapid changes in the environment and use new opportunities to communicate effectively with the audience.

Research reveals the needs and priorities of brands in the context of modern market dynamics, which allows us to better understand their needs and aspirations. This paves the way for the development of new strategies and tools aimed at improving their brand identity and market competitiveness (Table 3).

Table 3. Key innovative features in the development of corporate identity

Feature	Description	Benefit	Example
Adaptability & Versatility	The identity must work well across various media (print, web, mobile, social media).	Consistent brand experience across all touchpoints.	A logo that can be easily resized and retains its impact.
Emotional Connection	The identity evokes positive emotions and associations in the target audience.	Creates a stronger brand connection with consumers.	Using warm colours to evoke feelings of comfort and trust.
Interactivity	Incorporates interactive elements like animation, 3D modeling, or AR.	More engaging and dynamic brand experience.	A website with interactive product demos.
Attention to Detail	All elements (visual and non-visual) are carefully considered and harmonised.	Creates a professional and polished brand image.	Consistent use of brand fonts across all materials.
Ethics & Sustainability	Reflects the company's commitment to ethical practices and environmental responsibility.	Builds trust and loyalty with socially conscious consumers.	Using recycled materials in product packaging.
Personalisation	Tailors the identity to individual customers using dynamic elements or messages.	More relevant and engaging brand experience for each customer.	A website that personalises product recommendations based on browsing history.
Collaboration with Audience	Involves the target audience in the development process through surveys, focus groups, etc.	Identity that better resonates with the target audience.	Conducting customer surveys to understand brand perception.
Openness to Change	The identity should evolve alongside the company and its audience.	Maintains brand relevance and adapts to market trends.	Periodic updates to the logo or brand voice to reflect company growth.

Source: developed by the authors

Implementing these innovative features into corporate identity opens up numerous opportunities for creating a deep and meaningful connection with target audience. Consequently, brand will not only attract attention but also actively influence the emotional sphere of consumers. Thanks to innovative approaches in corporate identity, brand will become a symbol not only of style but also of modernity and openness to innovations. Interactive elements and the use of cutting-edge technologies will create a unique brand interaction experience that will attract audience's attention and make their interaction with the brand more enriching and memorable. Additionally, considering environmental aspects in the development of corporate identity will allow brand not only to express its responsibility towards the environment but also to attract the attention and support of consumers who value eco-friendly solutions and sustainable development.

Overall, an innovative corporate identity opens wide horizons for brand's development and market positioning. It will create a strong foundation for building relationships

with the audience and enable brand to become a true force that influences society and contributes to achieving your goals. Research results underscore the necessity for brands to engage in constant innovative activities in corporate identity development. This allows companies not only to remain relevant in the market but also to positively influence the perception and attention of their target audience.

Introducing innovative elements in corporate identity development such as adaptability, emotional connection, interactivity, attention to detail, ethics, sustainability, personalisation, collaboration with the audience and openness to change, opens up new opportunities for brands. Scholars C. Fombrun & M. Shanley (1990) point out the following functions of corporate identity development such as increasing awareness and loyalty, which means that an effective corporate identity that is emotionally connected to the target audience makes the brand more recognisable and memorable. This leads to increased brand loyalty and strong customer relationships. J.M.T. Balmer (2001) points out the connection between corporate identity and

corporate brand and notes the differences between product brands and corporate brands. S. Heller & S. Chwast (2011) note that a unique and innovative corporate identity can be a competitive advantage that sets a brand apart from its competitors. Researchers S. Di Lauro *et al.* (2020) indicate that social media has created a multitude of ways for organisations to develop and communicate their corporate and organisational identity. J.-N. Kapferer (2012) points out such a function as increasing the emotional engagement of the audience, which means that interactive elements and emotional design in corporate identity make the interaction with the brand more interesting and exciting. This leads to increased emotional engagement of the audience and the formation of positive attitudes towards the brand. In her article, H. Stuart (1999) investigates the importance of various models for conceptual thinking about corporate identity. Based on the existing models, she suggested developing a clearer model of the corporate identity management process.

J. Aaker *et al.* (2001) and J. Nielsen & H. Loranger (2006) highlight brand trust building as a function: an ethical and sustainable corporate identity demonstrates that the company fulfils its obligations to society and the environment in a responsible manner. This increases trust in the brand and makes it more attractive to consumers. The next function is to provide a personalised experience for customers: the use of personalised elements in the corporate identity allows you to create a more individual experience for each customer. This makes brand interaction more enjoyable and valuable for customers (Poulin, 2023).

Emphasising the importance of careful planning and an integrated approach in the process of developing a corporate identity, it is worth noting that this stage determines the company's future success in the market. A clear definition of goals, target audience and key brand characteristics plays a crucial role in building a competitive advantage. Authors V. Papanek (2020) and J. Müller-Brockmann (2021) note that planning should be systematic and detailed, covering all aspects – from visual identity to communication strategy. The involvement of leading design, marketing and communication experts is essential for successful corporate identity innovation, as T. Melewar & E. Jenkins (2002) and J.-N. Kapferer (2012) point out. Their expertise helps to ensure that the plan is executed flawlessly and that the style is unique and memorable to the target audience. K.L. Keller (2009) notes that in order for marketers to successfully manage brands, it is important to use the customer-centric brand equity model. Emphasising the powerful impact of innovative elements on business development, S. Fombrun & S. Shanley (1990) and J.M.T. Balmer (2001) point out that they become a source of competitive advantage and brand differentiation in the market. Their implementation enables companies to attract consumer attention, strengthen market position and achieve greater success in modern business.

The discussion of the research results demonstrated that developing a corporate identity in 2024 is not only a

significant element in forming a company's image but also a key factor for its market success. Traditional approaches to this process no longer meet the needs of modern business, as the environment continuously changes and requires new strategies.

CONCLUSIONS

The development of corporate identity transcends merely shaping the external façade of a company; it is a fundamental aspect of the company's overall identity and its perception within the market. This multifaceted process involves various innovative features that collectively enhance the brand's presence and resonance with its audience. The primary innovative features of corporate identity include visual identity, flexibility and adaptability, history and authenticity, universal design, personalisation, virtual reality, augmented reality, artificial intelligence, and eco-friendly approaches. Visual identity is a cornerstone of corporate branding, ensuring that a company's visual elements are distinct and easily recognisable. This includes logos, colour schemes, typography and other graphic elements that create a cohesive and memorable brand image. Flexibility and adaptability are crucial in rapidly changing marketplace of the 21st century, allowing brands to maintain consistency across platforms and devices, and to be able to seamlessly adapt their identity to different contexts and audiences.

The incorporation of history and authenticity into corporate identity helps establish a deeper connection with consumers. By embedding the company's story and core values into its brand elements, authenticity fosters trust and loyalty among customers. Universal design principles ensure that the corporate identity is inclusive, making the brand accessible to a wide range of audiences, including those with disabilities, thereby broadening its reach and impact. Personalisation has become a significant trend in corporate identity development, enabling brands to customise their identity elements to meet individual consumer preferences and behaviors. This tailored approach enhances user engagement and creates a more personalised brand experience. The integration of virtual reality (VR) and augmented reality (AR) technologies has revolutionised the way brands interact with consumers, offering immersive and interactive experiences that elevate brand engagement and perception.

Artificial intelligence (AI) is increasingly playing a pivotal role in the development of corporate identity. AI-driven tools and algorithms allow for the creation of dynamic and responsive brand elements that can evolve based on real-time data and user interactions, thereby ensuring the brand remains relevant and engaging. An eco-friendly approach to corporate identity emphasises the importance of sustainable practices, reflecting the growing consumer demand for environmental responsibility and enhancing the brand's reputation as a socially conscious entity.

In conclusion, the development of corporate identity is a complex and multi-dimensional process that involves

a blend of innovative features. Each of these features – visual identity, flexibility and adaptability, history and authenticity, universal design, personalisation, virtual reality, augmented reality, artificial intelligence, and eco-friendly approaches – plays a critical role in shaping a cohesive and compelling brand presence that resonates with modern consumers. The integration of these elements not only strengthens the brand's market position but also contributes to building a lasting and meaningful relationship with its audience.

The findings open up new perspectives for further research in this area and opportunities for innovative solutions aimed at supporting the development of brands in the digital age.

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CONFLICT OF INTEREST

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Інноваційні особливості розробки фірмового стилю

Анотація. У 2024 році чітка та впізнавана візуальна ідентичність стає ключовим фактором успіху будь-якого бренду. Традиційні підходи до розробки фірмового стилю вже не такі ефективні, як раніше, тому виникла потреба у свіжих та інноваційних рішеннях. Це дослідження має на меті з'ясувати взаємозв'язки між різними елементами фірмового стилю. Методологія включає узагальнення, виявлення загальних закономірностей на основі отриманих даних і логічний аналіз наявних знань. Використані методи дослідження включають комплексний аналіз конкретних робіт для виділення принципово схожих операцій. Крім того, моделювати спільність фірмового стилю та його складових як цілісної системи для виявлення форм нових елементів. Це дослідження передбачає поглиблене вивчення теоретичних матеріалів і детальний аналіз прикладів, фокусуючись на ключових особливостях, які роблять розробку фірмового стилю інноваційною. До них належать візуальна ідентичність, гнучкість, сторітелінг, автентичність, універсальний дизайн, персоналізація, VR, AR, AI та сталий розвиток. Візуальна ідентичність забезпечує впізнаваність і запам'ятовування брендів. Гнучкість дозволяє брендам налаштовувати свої візуальні елементи на різних платформах, зберігаючи послідовність. Сторітелінг і автентичність створюють довіру та лояльність, передаючи історію та цінності бренду. Універсальний дизайн розширює охоплення завдяки інклюзивності. Персоналізація адаптує особистість до індивідуальних уподобань, створюючи відповідний досвід. VR і AR пропонують захоплюючий досвід, підвищуючи взаємодію з брендом. AI сприяє динамічним елементам бренду, які розвиваються на основі даних у реальному часі. Сталий підхід узгоджує бренди з попитом споживачів на екологічні методи. Таким чином, інноваційний розвиток фірмового стилю характеризується багатогранним підходом, який об'єднує візуальну ідентичність, адаптивність, сторітелінг, інклюзивність, персоналізацію, імерсивні технології, штучний інтелект та стійкість. Кожен із цих елементів сприяє створенню цілісної та переконливої присутності бренду, яка резонує з сучасними споживачами. Впровадження цих інноваційних принципів у реалізацію проектів допоможе створити унікальний та динамічний фірмовий стиль, який виділяється на конкурентному ринку, емоційно впливає на аудиторію та сприяє успіху.

Ключові слова: інновації; дизайн; брендинг; маркетинг; візуальна ідентичність
