

FEATURES OF THE CORPORATE STYLE ELEMENTS OF THE COMPANY OF CHEMICAL MATERIALS

Anhelina LISOVYK^{1*},
Olga YEZHOVA¹

¹Kyiv National University of Technology and Design, Faculty of Design, Kyiv, Ukraine

*Corresponding author: Lisovyk, Anhelina, angelinalisovyk00@gmail.com

Abstract. *The paper presents result of the graphic elements study of the corporate identity of the company's chemical materials. It is determined that the company, including those which are engaged in the sale and supply of chemical products for various industries, is highly-demanded in the market. Development of the improved design-project variant for printed products during corporate identity presentation of the company is principal for the company's success. The features of printed products with a pronounced corporate identity were investigated.*

Keywords: *corporate identity, logo, printing products, company.*

Today, Europe is the second-largest producer and supplier of chemicals in the world. The European chemical industry is a rich sector of the economy that is being a valuable part of Europe's economic infrastructure. The company, which is engaged in the supply of chemical products, is a distributor of chemical components, construction materials, and paint and varnish production, foodstuffs. This type of industry is in demand as it is always used by people. So there is a competition on the market. A company that is engaged in this field should recommend itself as a reliable partner, whose product range meets European standards and has all the necessary documentation [1].

It leads to the necessity to have a stable, recognizable corporate identity that will be memorized by the company's customers and partners, to create its visual identity, personal image, and style, which should bring a positive impact on the company's work. The article [2] is devoted to the problem of creating a logo as an element of corporate identity.

During any contact with the client, the company's logo must be used. A logo is a graphic image of a particular organization that people use to recognize and perceive the brand. The company's logo creates a strong effect on the first impression, emotional perception, and retention of the brand in memory of the potential client.

Every company needs to have its own individual corporate identity, known as a brand logo that helps to distinguish itself from other companies. For that, there was introduced a concept of the corporate style that guarantees a complex of all organization products and promotional methods, as it improves customers, partners, and independent users perception of all companies activities and products. Corporate identity is often understood as a set of verbal and visual constants that ensure the unity of goods, services, and information perception coming from the brand to the consumer [3].

The results of the research and their discussion

Chemicals products are found in customers every day's life products for house cleaning, in fuel and products which are used for washing. The logo and the corporate identity of the company that represents the chemical industry should present itself in a strict and modern style. Thus, the company is able to inform potential audiences about the high quality and reliability of the organization's products and services sold.

European industrial firms are considered to be the leading companies in the field of chemical technologies. For example, the famous German company Henkel chooses a simple and modern logo style. This organization sells personal hygiene products, cosmetics, and cleaning products. The Henkel logo looks restrained and informative. Such companies as Bayer and AkzoNobel are also an appropriate example of a simple and thoughtful logo [4].

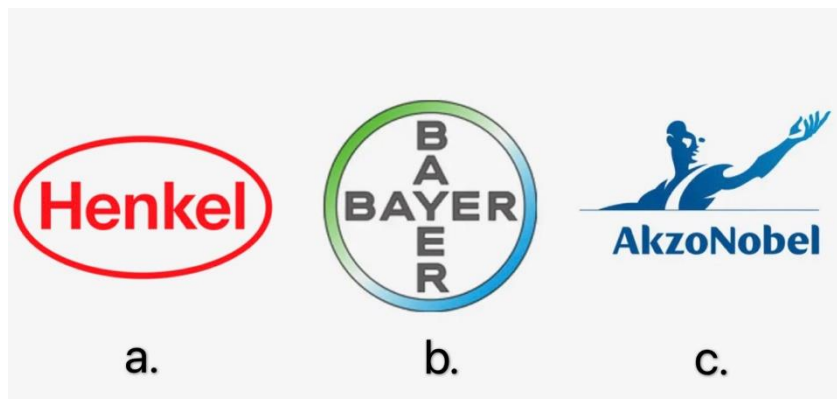


Figure 1. Logos of well-known European chemical companies

As it is seen from Figure 1, the logos of these organizations have their own style, color scheme, which immediately catches the eye and can be easily remembered. For quick and vivid memorization of the logo and corporate identity, you should use bright colors, such as red (fig. 1, a), but it is important not to overuse it, so as not to spoil the client's perception. The Bayer Cross is one of the most recognizable logos in the world. The latest redesign of the logo was used quite recently (fig. 1, b). The colors, such as green and blue are used with a gradient, to give the logo a modern and bright look, so the solution greatly emphasizes the historical heritage of the brand. Most of the chemical industry companies use blue colors for their logos (fig. 1, c). To make the corporate identity and logo more unique and attractive, AkzoNobel supplemented it with a bright element in the form of a stylized person.

Conclusion

The products of the chemical industry are used in every family, so the logo and corporate identity is vital for the brand recognition among consumers. Most of the leading chemical industry companies use color schemes and corporate fonts to create company identity. Logos and other elements of the corporate identity of modern chemical companies are made in strict and innovative styles, with the predominance of stylization elements.

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