DESIGN FEATURES OF ONLINE STORE LOGOS

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Abstract: *The paper is devoted to the study of the design features of online store logos as the basis of corporate identity, in order to systematize information about their standard solutions. In the course of the study, a comprehensive approach was used, methods of analytical and visual-analytical analysis of the object of research, systematization of information about the types of logos of 470 online stores that sell 27 different groups of products. The results of the study showed that the design features of logos of online stores depend on the group of products that they sell. For example, the arrangement of logos in the middle of the upper part of the cap is typical for online stores of jewelry, shoes, clothing, perfume and world-famous brands Chanel, Dior, Gucci, etc. According to the semiotic classification, online store logos belong to the linguistic and mixed types. Linguistic logos are typical for online stores of premium goods (clothing, shoes, perfumes, watches, antiques, jewelry), while mixed-type logos are typical for everyday goods stores. The color scheme of Logos is directly related to the field of activity of online stores. In the black-and-white color scheme, linguistic logos of clothing, jewelry, watches and shoes stores are often solved, and for online stores of flowers, plants and eco – goods, green logos are characteristic, for children's goods stores-single-color logos of red, pink and orange colors, or logos that include all the colors of the rainbow. Sans-serif fonts are most often used in the logo design of online stores. Serif fonts are typical for premium store logos, while handwritten fonts are typical for antiques, decor, and children's goods stores. The results obtained can later be used in the development of corporate identity and logos of new online stores*.

Key words: *Corporate identity, logo classification, graphic design, color scheme, font, website.*

1. INTRODUCTION

Corporate identity is one of the main and most important tools for shaping the image of online stores in the market. According to leading marketing theorists F. Kotler, J.J. Lamben, and P. R. Dixon, corporate identity significantly affects not only the company's market position, but also the purchasing behavior of its customers, their motivation, assessments, and preferences [3, p. 222]. It is a way to distinguish an organization from a number of others in order to consolidate its image in the mind and a well-thought-out scheme that covers all visual stimuli that can affect a potential consumer. Creating the corporate identity of an online store is formed by means of graphic design [2, 7], which are used to develop various elements that ensure the expressiveness and recognition of the company. According to T. Gabrielyan [8]: «Corporate identity in graphic design is a set of graphic means of visual identification and communication of the company, designed to create a recognizable project and advertising image». The online store's corporate identity system includes the following elements: trademark, logo, corporate block, icon, slogan, corporate colors, company fonts, and so on. The main identifiers of online stores are the logo and favicon, and their presence, as a rule, ensures trust in the

brand's website. Studies show that these elements are most often used when creating fake websites [9]. Research of information on corporate identity and brand logos has shown that in the scientific and periodical literature, this issue of online stores and marketplaces is practically not studied [1, 2, 7, 8, 12, 16], and therefore is relevant, given the rapid development of e-commerce in the world.

2. PRESENTATION OF THE MAIN MATERIAL

A logo for an online store is a brand name that attracts the attention of customers, emphasizes its specifics, evokes the necessary associations, tells about its product and advantages, promotes recognition and memorability. It is stored in memory and then instantly recognized on internet pages.The logo is a graphic vector of identity and occupies an important place in the company's communication strategy. It is a key element of corporate identity and is represented by a graphic image that reduces all the attributes of the business into a recognizable sign and is developed on the basis of a synthesis of ideals and the main components of the company's mission [11]. The logo is the basis of corporate identity, and its artistic techniques or visual elements are used as the basis for forming other elements of the brand's corporate identity [7, 12]. It is a graphic vector of identity and occupies an important place in the company's communication strategy. It helps today to overcome global borders and language barriers with the help of aesthetic components. The aim of the work was to study the logos of Ukrainian online stores and systematize the information received regarding their standard solutions. The methodological basis of the study was an integrated approach, methods of analytical and visual-analytical analysis of the object of research, systematization and statistical processing of information about the types of logo design of 470 Ukrainian online stores that specialized in the sale of 27 different product groups. To do this, based on information about the ratings of online stores, a list of them was determined. Further, the pages of the sites of the selected brands were examined and the logo of each was highlighted, information about the location of logos on web pages was recorded, and artistic and compositional features were analyzed. Based on a review of the scientific literature, it was determined that today logos are classified according to their semiotic structure, location on the site, color scheme [15, 16], types of fonts used [14], and so on. The analysis of logo design features was carried out in accordance with these classifications. Research on the websites of Ukrainian online stores has shown that the logo is always present on all pages of the site in the same place. Its position depends on the product group and design style of its online store pages. Most often, logos are located in the upper-left corner of the site. Of the 420 sites of Ukrainian online stores studied, only 72 had a logo located in the middle of the upper part of the header. This arrangement of Logos is typical for online stores of jewelry, shoes, clothing, perfume and world-famous brands Chanel, Dior, Gucci, etc. Most often, with a few exceptions, sites that sell premium products and use linguistic logos place the logo in the middle of the header. The pages of such sites are most often designed in the style of minimalism or in the style of the Metro. Most Ukrainian online stores of household appliances, electronics, lighting, building materials, furniture, tableware, children's goods, flowers and plants, books, wine and carpets are characterized by the traditional location of the logo in the upper-left corner of the site. The most common classification of logos by semiotic direction

allows you to divide them into certain types, depending on the presence of elements of linguistic or iconic nature [1, 2, 4-6, 10, 13]. According to this classification, all logos of online stores belong to the linguistic (≈ 35%) and mixed type (≈ 65%). Linguistic logos consisting of letters, words, numbers, or a combination of them are typical for online stores of premium goods (clothing, shoes, perfumes, watches, antiques, and jewelry. Everyday goods stores are characterized by mixed logos that combine linguistic and graphic elements. Mixed logos provide more complete information about the brand through the use of appropriate images, fixing in the memory of users a particular image of the company, information about the specifics of its activities or product groups sold here. More often, both the name of the online store and the graphic image on the logo correspond to the field of activity of online stores. Among the 470 logos studied, only two belonged to the icon type, which can be represented by an image or picture. This suggests that iconic logos are not typical for online stores. In the course of the work, classifications of linguistic logos were proposed regarding the features of the elements that make up their composition, and combined logos regarding the relative position of the iconic and linguistic parts. All logos of online stores were divided into four groups by color scheme: single-color (≈ 45%), two-color (≈ 37%), three-color (≈ 12 %) and multi-color (≈ 6%), which included from four to eight different colors. For example, single-color logos are typical for online clothing, jewelry, and footwear stores, while multi – color logos are typical for children's goods stores. It was confirmed that the color scheme of logos is directly related to the field of activity of online stores. In the black-and-white color scheme, linguistic logos are often solved: clothing, jewelry, watches and shoes stores, green logos are characteristic for online stores of flowers, plants and eco – goods, and for children's goods stores, single-color logos are red, pink and orange logos that include all the colors of the rainbow. White, black, and all grayscale colors are considered neutral, so their use with other colors is typical, appropriate, and does not cause conflict. In a logo that includes three colors, the main color is usually black. The third is achromatic or chromatic in contrast to the second. Achromatic contrast occurs when colors are located in the same region of the spectrum, but have different brightness or saturation. Conversely, chromatic contrast occurs between colors that are located in different regions of the spectrum, but have the same brightness or saturation. The font is one of the most important elements of the corporate identity and logo, which determines the readability, perception and transmission of the main essence of the brand [14]. In the logo design of most online stores, sans-serif fonts are used, which symbolize modernity and are typical for everyday goods stores. Such fonts often have rounded outlines and increased letter thickness. They are associated at the semi-conscious level with practicality, prudence, and contribute to the creation of friendly relationships. Serif fonts that create a more refined design are typical for logos of premium online stores, while handwritten fonts often represent online stores of antiques, decor, handmade products, and children's goods.

3. CONCLUSIONS

The logo is the central element of the corporate identity of an online store. The main components of its design and location on sites are related to the specifics of its activities. Logos of online stores of premium goods (branded clothing, shoes, jewelry, watches, perfumes) and everyday goods (food, household appliances,

electronics, etc.) have the most differences. It should also be noted that the design of online stores of goods for children has significant differences from all others in font, color and graphic solutions

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