ми продуктами линейки Adobe Creative Cloud среди потребителей является Photoshop, Illustrator, Premier и Acrobat.

С целью выявления влияния корпоративной айдентики на узнаваемость бренда Adobe в январе 2021 года был проведен опрос целевой аудитории. Выборочная совокупность составила 214 респондентов. В результате проведённого опроса были выявлены следующие особенности восприятия бренда Adobe целевой аудиторией. По данным опроса, о существовании Adobe знают 97 % респондентов. У большинства респондентов бренд ассоциируется с программой Photoshop, идентификация бренда в сознании аудитории происходит за счет заглавной буквы «А» на ярко-красном фоне. Бренд вызывает доверие у аудитории за счет качественных продуктов.

Сделаем вывод о том, что при разработке рекламной кампании на стадии визуализации креативных решений, основным показателем узнаваемости бренда для потребителей является его фирменный стиль, который должен быть отражен в концепции всей рекламной коммуникации.

FEATURES OF DESIGN OF MODERN WOMEN'S BLOUSES

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Women's blouses are an integral part of modern women's wardrobe. Due to the range and style diversity, they are used in various situations and are included in such dress codes as creative black tie, semi-formal A5, dressy casual A5, casual, business traditional, business best [1, 2]. Research of features of modern blouses' design will allow the increasing quality of collections of models of the designed clothes.

The study of the features of modern design of women's blouses was carried out based on a collection of images of blouses of famous European and American designers (ready-to-wear collection) and popular brands, which numbered more than 250 models for 2010–2020. As a result of the form's analysis features, a silhouette, color, and compositional decisions were established.

The main styles in the design of women's blouses are classic, romantic, and ethnic [2, 3]. Women's blouses in the avant-garde style are relatively native but made in the classical and romantic styles can be used to create images in the avant-garde style. According to the degree of the volume of the form, blouses of medium and large degree predominate. The main silhouette of women's blouses in the period 2010–2020 is a "rectangle". The number of models with a rectangular silhouette is up to 54 % of the range. Another common silhouette in the design of blouses is the "trapeze" (24 %). Silhouettes of "inverted trapezoid", "circle", "oval" together occupy up to 20 % of products. Accordingly, there is an increase in the length of blouses to the thigh line and even below. Increasingly, blouses are worn without tucking into a skirt or pants.

If the models of women's blouses during the twentieth century and the first decade of

the XXI century., the compositional center was located strictly in front of the blouse, in the models of 2010–2020, there is a location of the compositional center not only in front but also on the sleeves, back of the product. Another feature of the design of modern blouses is asymmetry (11 % of models). Asymmetry in the models is achieved due to the shape of the parts, the use of symmetrical parts of different design solutions; application of fabrics of different colors or with different drawings for symmetrical details; an asymmetrical arrangement of decorative elements. The color scheme is dominated by blouses in white or pastel colors (45 %), bright and dark colors (20 %), geometric (16 %), and abstract (9 %) patterns. Thus the combination in one model of materials of different colors and drawings meets only in 7 % of models.

Thus, the main features of the design of modern blouses, their artistic-compositional and stylistic features are investigated.

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DESIGN OF THE CORPORATE IDENTITY

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By brand style, the authors mean the combination of the visual elements, which creating the face of the company, make it an individual in the market of goods or services. Corporate identity is generally considered to be part of the trade mark, logo, trademark colors, font, and character. The technology for the design of the logo from a cultural perspective is described in the paper [1]. Taking into account the opinions of scholars [2; 3] and the personal experience of the authors, we shall highlight the main stages of the creating corporate identity:

1) collecting information about the company, the specifics of its activity;
2) identification of the target audience and the image of the consumer;
3) defining the strategy and concept of the firm, taking into account the image of the consumer;
4) creating of ideas (names, slogans and basic ideas);