

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);

5) visual decision of the idea (creating a logo, defining base colors, choosing fonts, additional graphic elements);

6) creating a corporate identity (definition carriers of corporate identity, marking of appropriate graphics elements and logos on them);

7) choice of dissemination modes, platforms, where the corporate identity will be used, preparing appropriate design files.

These phases were further developed in the process of creating the corporate identity project of wooden toy shop «ToyCubik» (fig. 1).



Figure 1 – Corporate identity project of toy shop «ToyCubik» (designer Hapon Anna)

Conclusions. Analysis was carried out the main component of corporate visual image - corporate identity. Main components of the company identity and stages of creation were structured. The elements corporate identity of the children's toys shop have been developed.

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