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## **CORPORATE STYLE DEVELOPMENT PROSPECTS**

Design nowadays is a great field of world economies. Design has many directions, one of which is corporate style. Corporate style is a huge field in design, completely shaping companies, creating images, aiming to attract attention to both products and producers and looking for consumers. That is why contemporary designers of all spheres should be aware of its key principles.

The design concept is understood as a main idea, a comprehensive vision of how the brand will be embodied in all kinds of graphic materials: in corporate style, on the website and advertising media, in the design of the office or retail space, packaging etc. The design concept is created for a long-term period and is therefore, always built on the basis of approved marketing approaches, and primarily – brand positioning. It means that the development of a design concept always includes a preliminary study of such key parameters as: the purpose of the product, its quality, the competitive environment, the target audience, the method of delivery, as well as the general vision of the further development of the brand, etc. (1)

Corporate style is the use of uniform principles of design, for instance, common color combinations and images for all forms of advertising, business paper logos, technical and other types of documentation, office, and frequently employees' clothing.

Corporate style is the language characteristic of the company, a kind of identity card of the company, its distinguishing mark, business card. All functions of the corporate style, one way or another, are related to the creation of an image of the enterprise, which should be memorable, attractive and appealing to the main category of its consumers.

Among the main functions of the corporate style are the functions of trust, identification and effectiveness of advertising. Permanent elements of the corporate style save consumer's time, simplify company recognition and thus, the process of making a purchase or services consumption, so evoke positive emotions associated with the name and image of the company.

The main elements of corporate style are: Trademark, Brand font inscription (logo), Graphic trademark, Company block, Company slogan (slogan), Company color (colors), Brand set of fonts, Corporate hero, Branded clothes, Permanent communicator (face of the company), Other company constants.

Graphic trademark, its development and use in the corporate style system, should be given special attention. The trademark has to meet high aesthetic requirements and comply with the level of modern graphics. At the same time, the trademark should be easily perceived, in terms of both image and use, which means, it has to be easily combined with the text and other design elements. Visual trademarks are drawings of a wide variety of topics: they are various ornaments, symbols, and animal images, birds, and various stylized images of all kinds of objects. Figurative trademarks can include not only images of objects, but also words in a special form.

Corporate color (colors) is also one of the major elements of corporate style, one of the components of the overall image of the company. Color makes the corporate style more attractive, memorable, which allows producers or service providers to make a strong emotional impact. A corporate color can obtain legal protection in case of appropriate registration of a trademark in its color.

Brand set of fonts. It can emphasize various features of the brand image, contribute to the corporate style creation. There are many types of fonts, which are divided into large groups: Latin, chopped, oblique, ornamented, etc. Font groups include a large number of typefaces that differ in stroke, width, saturation, etc. (2)

It should be remembered that all elements of corporate style (logo, fonts, color scheme, illustrations, advertising) require modern solutions and compliance with modern quality and style standards.

When developing a corporate style, it is necessary to keep in mind company activities, understand what category of people the company provides services/goods for. Quality, creativity and modernity are dominant; having acquired that, you can proceed creating branded elements that match modern trends, the design basics and the company specialization.

In conclusion we can emphasize that the modern world is progressing and developing fast, so the prospects for corporate style enhancement are great.

The corporate style availability indirectly guarantees the high goods and service quality, as it indicates company owners' confidence in the positive impact their product makes on consumer. (3)

The development of the field of corporate style is directly related to the development of design and the modern world as a whole. The company's success provides an opportunity to keep up with modern trends, improve its products and image, which will allow it to develop and evolve. Thus, the prospects for the corporate style development are wide. First of all, people pay attention at the appearance, image quality and presentation, because this is how people form their impression about a products or services. Therefore, it can be confirmed that product quality and corporate style are inseparable.

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