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Design as a Key Factor in Brand Building: Value Congruence and Brand Identity Through Design

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Abstract: Modern marketing is rapidly developing in modern conditions. This process and its impact on the economic component and digital transformation requires practical consideration of all details. In marketing, the terms “design” and “brand” are characterised by high dynamics and have their characteristics when creating a brand. The study’s primary purpose is to consider the role and prospects of using design as an essential component in building a brand following the requirements of identity. It

approaches to responding to changes in the external environment. This exploratory study uses qualitative methods to explain the relationship between design and brand in developing the modern marketing environment and integrating advertising in the Ukrainian economic market. A bibliometric analysis of relevant academic literature was conducted in the Scopus, Web of Science, and IEEE databases from 2015 to 2022 to achieve this goal. The scientific innovation of the work consists of the following: determining the priority model of design research in modern Ukrainian humanitarian educational and scientific thought; identifying forms of design education acceptable for the contemporary Ukrainian socio-cultural environment; and identifying forms of design education acceptable for the modern Ukrainian socio-cultural environment. It has been established that brand development is the key to successful strategies and the development of new programs and projects. A brand designates a particular product or service specially. The visions of "brand" and "design" concepts, their interaction, signs, advantages and disadvantages, and relationship with the external environment have been presented. The main conclusions are reflected in the proposition of further prospects for developing design as a critical component in creating a brand and its rapid development as the primary marketing innovation in modern conditions.

Keywords: intangible assets, product, consumer, strategic design, brand marketing.

Introduction

In today's marketing and competitive marketplace, the relationship between design and brand is a hot topic, as they are important marketing tools that play a significant role for companies in the Ukrainian and international markets. The role of the visual appeal of goods and services in making a primary impression on consumers is important, and therefore design and brand development strategies are obvious.

Understanding the terms "brand" and "design" is to effectively apply these marketing tools in practice. In the new global digital economy, brands, in interaction with design, make up a large part of the value of the organisation itself and a significant source of revenue.

The brand management is a challenge of the present and the future and represents a mechanism for managing several areas at once: marketing, social, and economic.

In today's international environment, the interaction of brand and design is gaining intensive development, adapting to new changes in the global market and the introduction of information and communication technologies.

Research Problem

For the effective functioning of marketing and development of companies that are focused on the market and have an impact on the economy, it is necessary to consider in detail the issue of the procedure for the functioning of a brand as an innovative tool at both theoretical and practical levels. In particular, important components are the direct implementation of this brand management, the list and content of the main stages of application, features, and types, and the use of the dynamics of growth of indicators in the domestic and international markets.

Research Focus

This study presents the peculiarities of using a modern innovative brand tool, which is a need of modern companies, the specifics of its use, the overall impact, and future forecasts. The use of brand marketing has a positive impact on the functioning and representation of companies in the market.

Research Purpose and Research Question

The purpose of the study is to analyse the role and importance of brands in relation to design as a basis for the development of company values in the market, digital transformation, and economic growth.

In line with this purpose, the main objectives of the study are as follows:

1. Analyse the content of the concepts of “design” and “brand” with the main features, characteristics, positive and negative aspects, and future prospects for development and improvement;
2. Compare the functioning of brands, that already are present on the market;
3. Identify and analyse the fundamentals of creating a design-based brand in compliance with all the necessary modern time requirements.

Literature Review

The scientific literature review for the detailed study shows the importance of design as the basis for creating a brand and is an innovative mechanism of the company's activity, which is considered as a requirement of modern marketing. The role of design and brand is being studied by an increasing number of scholars and is often defined as a separate area of research.

In the modern marketing space, consumers receive a large number of goods and products, services. There is a huge advertising design industry that embodies certain methods of interaction between various companies and brands. To identify companies and brands among market competitors, a package of basic components of brand identity has been developed, which should be consistent in a single design, meet current trends, and the specifics of its development for a certain target audience (Galchynska (2019)). It is obvious that the design of a particular brand is a state-of-the-art means of designing and identifying a company or a legal entity or an individual. The continuous development of information and communication technologies is changing both social life and the traditional model of brand marketing.

Kasych and Rafalska (2021) confirmed this opinion and noted that an important aspect, in addition to studying and developing a brand for an enterprise, is a direct-action plan, namely building a brand strategy that attracts consumer support, thereby increasing financial performance, ensuring the stable development of the enterprise, and increasing competitiveness.

In other words, the active development of information technology has led to an increase in user requirements for software quality.

Nelha and Myronenko (2018) studied design as an intermediary between the programme and the user, playing a key role in human communication with the product. In the age of increasing competition, design is rapidly transforming, becoming a key element of communication with customers, new product development, management decision-making, and business model optimisation, as presented in the study by Sytnyk et al. (2022).

The challenges faced by modern organisations require a rethinking of the traditional role of design towards a more systematic use of it at all levels, taking into account the strategic prospects of the organisation's development.

In Androschuk (2021) study, brand creation is characterised as an investment in the future, which will bring a positive result in some time.

The effectiveness of the company's activities depends on the quality of the product, innovative technologies, management, and product design.

Obviously, there is a fairly large number of organisations in the market that create and develop their brand with a short-term perspective, which is a negative factor.

Bykova and Sipchenko (2022) evaluate the brand marketing of companies such as Apple and Coca-Cola, which have been representing an innovative, pioneering brand for a long period of time in the market.

It is important to create a relationship between the product and the consumer through design and brand ideas.

The brand design is perceived by the consumer through its visual component - a system of elements that forms the image recognition and allows to distinguish the company and its products from competitors in the market by its uniqueness, Galchynska et. al. (2022). According to Batra (2019), brands are considered in the context of constant change in terms of human, sensory, and visual changes that penetrate through inferential processes.

It is important to understand that the use of design in brand creation provides future opportunities that are interconnected with economic and social business models. According to Luffarelli et al. (2019), design is not just a visual element, but a certain interaction with brand values that directly affects the capital in the end. It is important to understand all colours, types, engravings, drawings from the design point of view for the effect of influence on the consumer. In fact, the effectiveness and efficiency of such a brand marketing mechanism is confirmed by the interest and growth of indicators in a particular company, which prompts discussion of its consequences and future trends.

Researchers such as Liu et al. (2019) have shown that social media has a significant impact on consumer attitudes towards a particular brand. Taking into account the factors of use and popularisation of certain brands, it can be argued that design in brand building is a new global marketing phenomenon with a complex structure. By creating an interesting and high-quality design for a brand, one can expect a high corporate identity, Dew et al. (2021). This is how communication between consumers and products or services takes place. High-quality visuals improve visibility on social media sites and are a key competitive activity of an organisation, according to Kujur and Singh (2020). Muge (2022) emphasises in her study that brands often apply marketing strategies for store creation and brand extension development. Such examples are well-known brands such as Gucci, Louis Vuitton, Saint Laurent, which have been working on their brand design for years.

A study by Wang et al. (2019) showed that brand dynamics in the rapid development of economic globalisation is becoming a necessary tool for the sustainable development of enterprises. More and more companies are focusing their efforts and future programmes on developing a brand strategy. It is worth noting that brand marketing is an innovative component of a company's sustainable development. In addition, a high-quality and progressive strategy should be supported by innovative design management, as it is the key to a high level of results. Greenbergetal et al. (2020) point out the important role of personality extraversion, which directly affects the choice of a particular design for an existing brand. Based on the above opinions, design as a brand component is increasingly penetrating modern marketing strategies and therefore has the potential to become a driver of competitiveness in the market and the economy as a whole.

Research Methodology

General Background

This exploratory study aims to analyse the existing academic literature on the role of design in creating a brand. To achieve this, a clear search strategy was developed, including using multiple academic databases and selecting relevant keywords.

Data Selection

The literature search used the major databases Scopus, Web of Science, and IEEE Xplore. These databases were selected because they contain peer-reviewed articles and high-quality journals. To ensure the relevance of the data, the analysed publications cover the period from 2015 to 2022.

Keywords and phrases were designed to search for literature related to the role of design in brand creation. The leading search queries included the following terms and their combinations: "brand design," "branding," "self-branding," "design in branding," "visual identity," "brand creation," and "brand development." The search was conducted using both the primary terms and their synonyms to ensure the broadest coverage of relevant publications. Boolean operators (e.g., AND, OR) were applied to narrow or expand the search results.

Inclusion and Exclusion Criteria

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology was used to structure the study and ensure transparency in the literature selection process. The inclusion criteria were: (1) articles published in peer-reviewed academic journals; (2) publications available in English or Ukrainian; (3) studies focusing on the role of design in the process of brand creation or development; (4) publications from 2015 to 2022. The exclusion criteria were: (1) publications unrelated to design or branding; (2) studies concerning design but not addressing brand creation; (3) duplicates and articles with insufficient quality of analysis.

During the screening stage, duplicates and irrelevant works were removed based on the titles and abstracts of the articles. The remaining articles were analysed based on the full text to determine their compliance with the inclusion criteria. The final publications were evaluated for their significance to the research topic, the methodology's quality, and the conclusions' relevance.

Data Analysis

For each study included in the review, information was gathered on the research aim, methodology, key findings and recommendations, and the significance of the results for the topic of the role of design in brand creation.

Research Results

In today's world, a personal brand plays an important role, the design of which forms identity and uniqueness, among others. A brand is a practical tool to implement systematic work in personal and professional terms; a guarantee of professional stability in a world of rapid and constant change (Hetman & Prodan, 2021). Design, in turn, is a subspecies of project activity that combines ergonomics and the artistic and object art of commercial and consumer use of various objects Balachuk et al. (2023). The basis of design is uniqueness, which is an effective and powerful stimulus of primarily aesthetic activity of society. It helps to shape the organisation's product, which is full of creativity and uniqueness, to create ways to improve it and the surrounding natural and social environment (Sokol & Sukhorukova, 2023). The implementation of business ideas creates additional opportunities for organisational actors. This process begins with a specific issue - brand design (Tkachenko & Plynos, 2021).

The main advantage of designing a personal brand is to increase recognition and popularity, among others. Equally important is the fact that it makes it possible to create a competitive advantage among others, expand the circles and interests of communication. Any brand serves a number of purposes: it evokes certain emotions in the minds of users, builds emotional connection and trusting relationships with customers and partners, positions itself favourably among others in its field, builds a reputation, and becomes recognisable and famous.

Creating a personal brand for a company or product is based on building a professional image. It allows you to achieve a specific purpose and create a certain perception among the audience. Usually,

the brand is focused on the values that are inherent in the brand itself and are fundamental to the structure of the personality (Hetman & Prodan, 2021).

Any brand consists of elements such as a name, a graphic (logo), and a slogan (advertising phrase). However, the reckless implementation of these components does not make it possible to form a successful branding effectively enough. It should include positive expectations and form a range of associations and images.

If consumers have a clear perception of a brand as prestigious, useful, or affordable, much less investment in advertising will be required in the future. The result is also an increase in the shareholder value of the organisation and its competitiveness. The brand implementation process should be holistic and strategic, focusing on building the brand image and all marketing efforts should be integrated.

An organisation that starts and implements the branding process may have positive results (Table 1).

Table 1

Comparative characteristics of the state of branding implementation

<i>Before the introduction of branding</i>	<i>After the introduction of branding</i>
<ul style="list-style-type: none"> - small sales of goods; - distribution to economy-class outlets; - lack of awareness and interest in the product; - make purchases when the price is low in line with competitors; - the organisation's audience does not sufficiently satisfy its needs. 	<ul style="list-style-type: none"> - increase in product sales; - formation of your own branded store, a prestigious retail network; - a specific target audience is formed; - the buyer is not affected by the increase in prices for products or services, as a choice is made according to personal preferences and consumers are also committed to the relevant brand; - the organisation's brand is designed to meet the needs of users.

Source: Hrytseniuk et al. (2019).

In organisations that are proactive in the use of design, design is integrated into the development of all products from the very beginning. This contributes to market positioning and efficiency, as well as additional profits. Involving design in the company's business process helps to increase customer satisfaction, improve the usability of finished products, increase revenues, strengthen the organisation's brand and marketing position. However, the main advantage of using design at all stages is increased competitiveness. Large-scale sociological surveys show that design changes product development and corporate portfolios in about 70% of organisations, and design teams are involved in interesting and new projects in almost 80% of modern companies Sytnik, Perminova, & Vorzhakova (2022). A well-thought-out marketing strategy for brand design consists of a system of components that integrate and influence the success and professionalism of the brand (Fig. 1).

Figure 1

System of brand design marketing strategy components

Components of a brand design marketing strategy:

- bright and unusual brand positioning;
- high quality and consistency of the brand's products;
- the ratio of quality and price of products is reasonable and adequate;
- attractive price offer;
- constant brand positioning at various points of sale, interesting and stimulating offers;
- commercial conditions for distributors and counterparties, stores and end users are acceptable;
- protection of the brand from falsification;
- constant and active attention to all brand elements.

Source: Muge (2022).

In modern society, the meaning and attitude to the development of brand design has changed. A comparative description of the traditional and new roles is presented in Table 2.

Table 2
The changing role of design in a modern organisation

<i>The traditional role of design</i>	<i>The new role of design</i>
Lack of understanding of the value and economic benefits of design	There is an awareness of the importance of design, which is associated with positive economic, market, and reputational consequences.
Underestimating the importance of design for the user, not linking product success to relevant and engaging design.	There is an awareness of the importance of design, and it is seen as a significant factor in the success of new products.
Little influence on the organisation's or enterprise's a product design and development decisions.	Integration of design into every decision-making stage of product design and development. Designers actively collaborate with engineers and product managers.
Limited influence on the final result of the work of a particular structure.	Significant influence on the financial, marketing, and business aspects of an enterprise or organisation.
Top management is not involved in design decision-making.	The highest level of design decision-making.
Designers are assigned tasks after marketing and production issues have been resolved. They only need to "decorate" the finished product.	Teamwork of designers in the design of new products. It works from the very beginning of creation and the characteristics of the project, its ergonomics, functionality, and aesthetics are agreed upon.
Designers are isolated from other business processes and departments, working in separate department.	There is no isolation of designers in a single centralised department, but rather their involvement in the work of all departments of the enterprise.
Situational use of design.	Design is used strategically and becomes an integral part of strategic decision-making processes.
Informal and unstructured design operations.	Design operations and actions are formalised.
They do not evaluate the effectiveness of the design decisions made.	The effectiveness of design decisions is monitored.

Source: Sytnyk et al. (2022).

In today's society, brand design, and product packaging interact, and as a result are not perceived as separate parts or objects of necessity. Successful and well-thought-out design usually creates a desire to buy a product. Planning, layout, execution, pricing, advertising, promotion, merchandising, sales, and distribution are all part of the mix of activities involved in moving products from the manufacturer to the user. An analysis of the attributes most often used for successful brand design is presented in Table 3.

Table 3

Analysing brand attributes

<i>Types</i>	<i>Feature</i>
Symbol (logo, trademark, graphic, or font)	Symbols are used to distinguish and shape the brand's uniqueness, create, and consolidate strong associations in the perception of the brand by users. The logo reflects the visual brand identity with its characteristic design elements. Graphics are used to create graphic images that have text letters and special symbols. These visual elements help to define a brand without words.
Name	It helps to identify a company, organisation, products, services, concepts, and other core brand values. The brand name should be easy to read, pronounce and remember. It should be concise and emotionally charged.
Sounds	Sounds are also used to create a brand identity. This, in turn, increases the chances of quick brand recognition, even in the absence of visual attributes. Music can be in the form of various miniature pieces of music, whether known or not.
Slogans	They are short and concise advertising phrases that describe important competitive advantages of a product or company and convey the company's strategy and principles. A well-tested and well-crafted slogan shapes the consumer's attitude to the brand and its image.
Colour	A certain combination of colours and a formed range increases the impact on your target audience. It also helps to distinguish your brand from others. The chosen colour or its range should be present on all elements of the logo, packaging, staff uniforms, or interior design. This type of branding creates a positive impression and emphasises the main advantages of the brand.
Forms	It is responsible for the product wrapper with all its features: outlines, borders, brand marks with elements of brand identity.
Taste	Reflects the properties or quality of a drink or food that is inherent in the brand. This type of attribute makes it possible to distinguish yourself in the market from other companies or organisations.
Moves	It is a more abstract brand element that shifts, expands, or rotates in nature and functionality. Movements allow consumers to form associations and identify products by their distinctive movements.
Character	The presence of a protagonist in advertising campaigns is often a brand's "calling card." It can reflect the personality of a particular brand and make it relatable and understandable to users.
Flavour	Another element of the brand's identity is its smell, which is unique and almost impossible to confuse with others.

Source: Bhasin (2023), Lihonenko (2020), Kudina (2021)

After applying the above attributes, you need to pay attention to the principles and requirements of product design. A detailed overview is provided in Table 4.

Table 4*Key principles and requirements in product design*

Visual characteristics of the design	Principles of technical approaches in design engineering
A true reflection of the product, the brand	Avoid underestimating or overpromising. Design should reflect the reality of the brand or product. The design creates a moment of expectation for users. Consumers looking at brand packaging or logos should therefore not disappoint their customers or misrepresent what they are not expecting. An authentic reflection of the design also clearly communicates the product or brand. Therefore, it is worth using both verbal and visual methods of communication.
Clear and deliberate design	Through any brand element, an organisation communicates a specific message to its customers. Therefore, this means of contact with its customers should be clearly designed and well thought out, as it can provide additional opportunities for the company and is a way to build brand trust.
Consistency of design	If a brand's product design or the brand itself has changed and has several variants or formats of packaging, it is important that they all have similar elements, i.e., a common visual or verbal style. This, in turn, ensures that the brand will be distinguished from others by its customers. Consistency always builds consumer confidence.
Functional design	For modern society, it is important to care about the environment, so the packaging of the brand's products must be recyclable. The size should also be optimal for transit. And, of course, it is necessary to comply with all legal requirements and sanitary standards.
Having your own unique design	Consumers are attracted to a brand's distinctive shape, colour palette, and product format. With the help of their unique design, users easily associate and find the brand with certain colours or shapes, and the customer immediately recognises the product they need without even reading the brand names on the labels. This power of differentiation helps with recognition.

Source: Galchynska (2022)

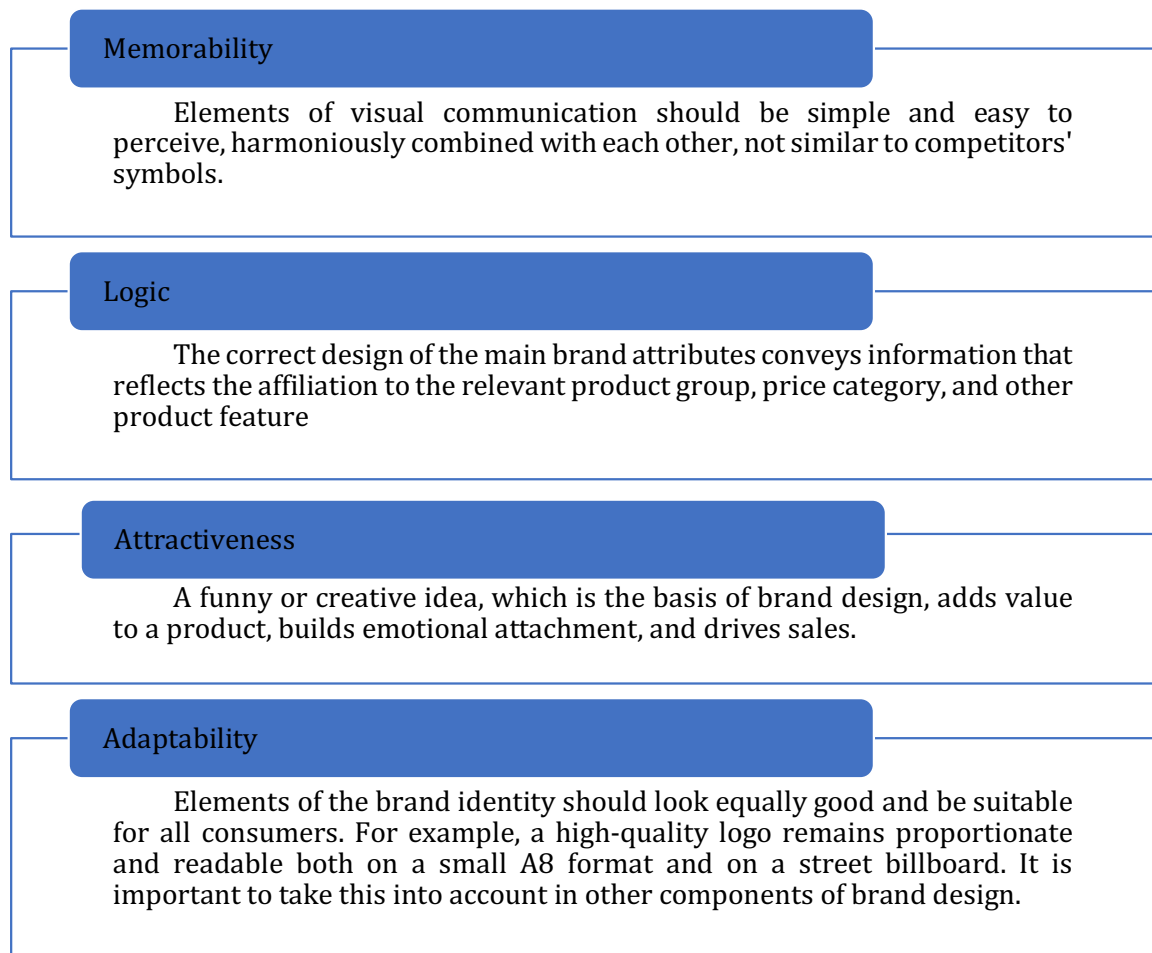
Interview conducted by the author. It was attended by student designers who spoke about their thorny journey of growth in marketing and design-based brand development. In addition, the components they used, namely missions, values, visions, which make up the brand and its communication life. It is also worth noting that in order to build a brand strategy, it is necessary to involve all possible hypotheses, ideas, conclusions and correctly combine them (Appendix A).

The study showed that design requires a lot of effort and constant work on yourself. By working hard, all the complexities of strategy development, develop and close projects on your own, create and implement strategies that ultimately make it possible to turn a product or service into a strong brand with the help of design.

According to the above information, the main requirements for brand design are as follows: each brand is individual, so the design process is always personalised. In addition, it is worth noting a number of general requirements that a high-quality, professionally created brand design meets (Fig. 2).

Figure 2

General requirements for creating a brand design



Source: compiled by the authors

The issue of design in the modern world is quite controversial, as there are many researchers who express their point of view on this issue. The relevance of design as a key element of brand creation is determined by the fact that new projects and start-ups around the world require a new approach - design thinking. The use of such a tool will not only help to find new approaches in business and organisation of enterprises but also to develop practical purposes and strategies. There are differences in the interpretation and use of design thinking in creating a new brand, using innovative approaches to organising business, improving relationships and business processes. Opinions are divided: some argue that design is a universal brand mechanism (Cash et al., 2022; Bidnenko & Romanenkova, 2023; Holoborodko, & Adamovska, 2023), while others argue that the misuse and implementation of a design idea can be harmful (Popadynets & Zhuravel, 2019; Samoday, Mashyna, & Kovtun, 2023). In any case, the authors believe that design in the modern world and the creation of a new brand provide additional opportunities. Accordingly, this process consists of setting a specific problem, namely a task for design thinking to the direct result of it. Design should be an advanced technology in the main areas of business development, start-ups, and the creation of a comfortable environment not only in business, but also in the organisation of public programmes and decisions, municipal services, and even government management. This development requires further research and practical and clear recommendations.

Discussion

The article is based on the analysis of the Brand Finance Global 500 (2023) ratings and examines the role of brand design in the economic aspect and digital change of national and international economies and their sectors. It is proved that the economic consequences of COVID-19 and other

external factors put strong brands at a much higher risk than others. All of these processes have been accelerated by digital disruption trends, such as cloud technologies, which are enhancing the benefits of design innovation in creating new brands (Kudina, 2021).

The information in the study confirms that constant changes in design lead to the movement of brands and this trend is only growing, establishing itself, and has all the prospects to change marketing trends and the economic model in the future, providing investors and companies with the opportunity to earn money. Taranenko and Kovschova (2020) show that competition in the market of services and consumer goods is growing every year, and the struggle for consumer loyalty is intensifying. Companies are striving to differentiate themselves from competitors and are increasingly beginning to understand the importance of the brand for business. Derkach and Kuzmina (2020) confirm this idea: in the context of globalisation and the constant emergence of new services and goods, subjective advantages that consumers recognise as a product or service become important for gaining consumer attention. The formation of these benefits is a component of brand creation, implementation, and management, allowing consumers to identify them through a design tool that increases the effectiveness of competition.

On the one hand, newly created brands need to create their own unique brand, attracting long-term loyalty to it based on the combined impact on the customer of advertising messages, packaging, trademark, sales promotion materials, and other communication components, which are united by corporate identity and a certain big idea. These elements help to distinguish a company or organisation from its competitors and create an appropriate image, as noted by Hetman & Prodan (2021). On the other hand, Kudina (2021) statements provide information on brand design, which can be evoked in the consumer's mind by various elements used in the graphic design of identifiers: geometric shapes and colours. The creation of a large-scale project or platform involves the assembly of a design system, the so-called ready-made elements that can be used in the future. These elements have strict limitations: colour, size, shade, shape, image, and so on. Such sets of rules are called guidelines and are recommended to be used in order not to violate the previously created design system of the project, according to Lihonenko (2020) and Harahulya (2021). However, researcher Galloway (2023) adds an important aspect, namely that previously manufacturers could use only names and symbols in their brand and in modern conditions creative design solutions. The study by He et al., (2022) indicates that as humanity moves forward, design is progressing, as consumer demands are based not only on visual indicators but also on psychological and emotional needs. This result is in line with the findings of Henseler et al., (2021), who point to a paradigm shift in both marketing and design in general.

There are still various intersections of design in marketing and brand building. Researchers are exploring the challenges for the future of design. For example, Henseler and Guerreiro (2020) state that design mainly follows the pragmatic paradigm required by the future world, and the marketing field follows this challenge. In particular, this challenge is related to the multi-vector development of technologies that transform the virtual environment and thus design in brand creation.

There are differences in the way researchers define the advantages and disadvantages of design in today's context. On the one hand, Affonso and Janiszewski (2022) believe that design improves brand claims and performance. The visual perception of humans is perceived through principles such as semantic content and visual design. On the other hand, according to Wang, Li, & Wan, the problem arises from the fact that design is not only about display but also about a unique character that meets all the requirements of brand identity and values. The popularity of brands and their performance depend directly on the uniqueness of the design and the thought process, as well as the cultural background, the nature of the image, and the country of creation Keller (2020).

However, it is important to recognise that Kaur and Kaur (2019) emphasise in their study that there are also significant gaps in the development of designs for companies, which affects the brand

image, consumer loyalty, and perception. Therefore, creating a quality brand is the beginning of the branding process. Modern foreign media filter and constantly update information on improving the marketing sphere and topical issues of the brand and its design.

In particular, Koob (2021) in Plos One talks about a number of measures in conceptual content marketing and optimal design. Paun (2019) in Forbes outlines important design standards from layout to colour that can improve companies' market competitiveness strategies.

Fleck (2020) in Dribbble noted that brand design can also include the creation of a high-quality website. New brands in today's world are trying to do everything to be unique and distinctive. The Adobe Experience Cloud Team (2023) notes that brand design is a strong point and reputation in front of the audience.

Nevertheless, the discussion sides of the above-mentioned authors prove that brand design allows you to stand out from the competition and is an important marketing strategy today.

Conclusions and Implications

This analysis confirms the importance of visual communication in the modern world. Design is one of the most common tools in branding and marketing. With its help, a company can present itself on the market with the embodiment of certain values, ideas, and emotional colours. Accordingly, the design contains a large number of images, colours, shapes, silhouettes, and fonts. Design as science was created earlier, but it has recently been introduced in innovative forms. Today, there is an extensive system of design techniques used by professionals and companies.

Speaking about design in the creation of a particular brand, it is worth noting that it is an important visual component of a particular company. Design, with all its components, creates a certain image and allows the company and its services/products to be presented on the market. The design components are as follows: logo, corporate identity, packaging and labels, website design, space design, and navigation elements. Depending on the company's business, additional elements may be created. For example, developing a company's brand design often involves creating corporate uniforms or branded cars.

In particular, it is important to identify certain aspects and issues that have a direct impact on the state of design today and in the future. In the long run, for a company's product or service to be successful, a number of important factors must be met. These factors include new and interesting brand design, label, and packaging design, a unique logo, corporate identity, and brand book design.

This study proves that design ideas are constantly moving forward. Companies in the market need to find new ways and trends to be relevant today. Therefore, it is important to think through and identify the main opportunities to adapt the created design elements to new permissible changes. This is to avoid having to redesign the brand on a regular basis later on. At all times and conditions of modernity, brand attributes should be relevant and universal.

Limitation of the Study

It is important to note certain difficulties that arose during the study of design as a key factor in creating a brand through compliance with the values and identity criterion and its impact on the marketing sphere. The following limitations have emerged: first, the constant changes that occur in the development of design and its requirements; second, the studied shortcomings and advantages contradict each other, which makes it difficult to study events and trends in brand design and their future prospects; third, the large number of developments that distort the idea of key design factors. Future research and study of design as a modern innovative tool in brand creation will provide an opportunity to study this issue in more detail.

Suggestion for Future Research

Research by scholars who have analysed design as a key factor in brand creation and its role in marketing has been further developed. This issue will require further research in the future, including the following questions:

- 1) assessing the impact of design on global economic aspects, which is partially reflected in the papers;
- 2) studying modern transformations in design;
- 3) the theory and practice of design in creating a brand in the context of modern challenges;

The above-mentioned authors study design and the tools of design approaches in our time. In addition, they consider such positions as “strategic design,” “organisational design,” and “business design.”

Today, design thinking is rather a creative system thinking that combines creative and logical thinking to create fundamentally new ideas and products. Today, prestigious universities, business schools and leading global companies have adopted design thinking as a new approach to solving specialized tasks, and it is safe to say that it is used to one degree or another in various sectors of the economy. In the future, attention should be paid to the opportunities, experience and results of the implementation of design thinking in domestic companies. Based on the results of the analysis of modern trends in the development of branding in Ukraine, it can be concluded that a promising direction for its further development is the orientation and construction of internal branding, which is very important for companies operating in the service market (banks, insurance companies, etc.).

One of the conceptual foundations of the development of effective branding in Ukraine and the transition to a new, systematic, more advanced and professional level of management is the formulation of a strategy for building and presenting a corporate brand. This will enable the company to use all the mechanisms and tools of brand-oriented advertising and brand marketing, as well as to develop a plan calculating not only the short-term interaction of the brand with the consumer, but also promising ways of deepening it, the next steps of improvement and development. At the same time, a permanent and long-term base of consumers who support the brand is formed, the degree of trust in it increases, a positive image is created, which can become an absolute or relative advantage in a competitive environment.

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Conflict of Interest

None.

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Annex A

Interview with H. Rudenko (2022, October 3), editor at SKVOT - an online school for creative industries

N. Shcherban, 25 years old, design director

– *Tell us about yourself.*

– I have been working in design studios and an advertising agency for the last 6 years. During this time, I managed to work as a designer, art director and team leader. But 1.5 years ago, I decided to realise my idea and create a cosy design agency - perfectly boring. There, with a small team, we implement visual identity for clients from all over the world.

– *Why did you decide to study brand design?*

– I wanted to get practical and theoretical skills in design to be able to build a brand strategy, to communicate more confidently with strategists - and to get answers to all my questions that arose in previous projects.

– *Which topic was the most intense?*

– I liked the lesson on the brand platform. Before that, we were looking at the types of research (I'll talk about that later), and that was difficult. At this stage, we could breathe out a little and understand what the brand does and who it is for its consumers and employees.

– At the brand platform stage, the values and mission, legend, vision, positioning, Big Idea of the brand are formed and its character is described. The last element was particularly interesting, as it required describing the character of the brand as a living person or a whole team.

– *Tell us about the task that was the most interesting for you?*

– The most interesting assignment was the one on qualitative research. This topic is both interesting and difficult at the same time. Before the course, I knew very little about craft beer, so a few weeks before the in-depth interviews, I read articles about craft beer and watched videos.

There were about 30 people willing to take part in in-depth interviews, which took 2.5 weeks. I spoke to 12 people, and 10 interviews were analysed. We casually discussed various topics about why they love craft, how they got to know it, and what problems they have when buying it. The last aspect

turned out to be the most generous with insights. Even bargain hunters don't always understand labels, so it can be difficult for them to read the composition of craft and its corresponding taste.

This became the basis of the brand strategy - I created the concept of a simple craft beer, with a light introduction to its styles and flavours.

- You were before this course, and you are now. What has changed and emerged?

- Before the course, I had partial knowledge of how to make a communication strategy and a brand strategy. I was okay with oversimplifying one of their components because I didn't understand its importance enough. Now there is no such temptation - Masha and I have studied all the stages very carefully and analysed their value for each project.

I don't plan to make brand strategies for our customers very often - it doesn't really fit in with the position of a design director. But this experience will definitely affect the studio's work - we will be bolder in taking on complex projects. In addition, I have many ideas on how to apply the knowledge gained to the development and positioning of the studio (Rudenko, 2023).