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BRANDING AS A DEVELOPMENT STRATEGY TOOL

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The key aspects of brand development and management in the contemporary business environment have been analyzed with the aim of achieving competitive advantage and success in the market. The influence of branding on the competitiveness of enterprises has been examined and its significance as a strategic tool has been demonstrated. The process of creating a corporate identity for a company manufacturing frame furniture that seamlessly integrates with the Loft style has been described. Important stages of corporate identity development have been analyzed, from the choice of name and logo to the selection of color palette and font. An analysis of the main elements of corporate identity and their impact on brand identity and attractiveness to customers has been provided. The study is aimed at furthering the development of the brand formation process in line with market needs and consumer requirements. The practical aspect of creating a corporate identity as a strategic resource aimed at addressing the challenges of positioning the company in the market, increasing brand recognition, and attracting the attention of the target audience has been discussed. This approach helps companies create a unique image and effectively compete in the modern business environment. The market analysis findings confirm the steady demand for Loft-style furniture, underlining the relevance of developing a corporate identity for companies specializing in this direction. The choice of the name "Armadio" and the use of the appropriate color palette and font allow for the creation of a unique and attractive brand image, which contributes to attracting the attention of the target audience and forming a sustainable positive image of the company in the market. The conducted research has confirmed the relevance of using visual branding elements

Keywords: branding, development strategy, Loft style, corporate style, competitiveness, logo, identity, target audience.

Introduction and formulation of the problem

In the contemporary competitive environment, enterprises striving for success must have a clear strategy and a precisely defined value proposition for development. This becomes particularly crucial when success hinges on understanding consumers' needs and expectations. Consequently, the necessity arises for creating a strong brand to enhance brand recognition, trust, loyalty, increase sales and profits, and establish an emotional connection with customers. Investing in the development of a strong brand can be one of the best decisions for business, as it can help achieve marketing goals, boost sales and profits, and create a resilient and successful business. It is important to note that strong branding is a comprehensive process involving the creation of an attractive logo and slogan, and it should encompass all aspects of your business, from your products and services to your customer service culture and corporate social responsibility.

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Developing effective branding for frame furniture in the Loft style is a complex task that requires careful analysis of the target audience, competitive environment, and company positioning. It is essential to clearly define the key characteristics and values of the brand and develop visual identity that aligns with the Loft style and preferences of the target audience. Furthermore, it is crucial to develop a clear communication strategy to convey the brand's values to the target audience through various communication channels.

Analysis and research of publications

Branding has emerged as a top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms have [1].

The importance of brand development is corroborated by numerous studies and scholarly publications [2-5]. For any enterprise striving for success, brand development not only becomes relevant but also imperative for competitive advantage in the market.

The literature review method predominantly relies on research questions and objectives to illustrate the primary context of existing research on brand value. It systematically sifts through available research findings to synthesize the key theoretical insights and shortcomings. Through this method, this article presents the foundational principles of brand value for the first time [6].

The creation and development of branding can be divided into several stages [7].

First. Market analysis and brand audit: At this stage, it is crucial to conduct a thorough market analysis, identify the competitive landscape, consumer needs, and evaluate the existing state of the brand.

Second. Brand strategy determination: Following market analysis, it is essential to determine the brand development strategy. This includes defining the mission, goals, target audience, positioning, and unique brand proposition.

Third. Brand identity development: Key brand elements such as the logo, color palette, typography, symbols, slogans, etc., are created at this stage.

Fourth. Visual and textual identity creation: Developing visual and textual identity involves establishing a consistent style for all brand communication materials, including website, social media, advertising materials, etc.

Fifth. Brand launch and maintenance: After creating the brand, it is essential not to stop. Continuous brand promotion in the market, interaction with the audience, refining strategies, and adapting to changes in the environment are crucial.

By following these stages, companies can effectively create and develop their brand.

As a result of furniture market research, it was found that the demand for Loft-style furniture is growing due to its popularity among young and urban populations [8]. The Loft style, which originated in the 1950s, is experiencing a true revival in the modern world. Despite its specificity, Loft captivates the hearts of an increasing number of people, becoming not just an interior design but also a philosophy of life [9].

However, the dynamic development of this style is not matched by the level of research and analysis of branding in the furniture industry. Unfortunately, this area remains terra incognita for marketers and furniture store owners.

The Loft style attracts customers with its modernity, simplicity, and customization options. The uniqueness and dynamism of the style require non-standard approaches to branding and positioning. People who choose Loft have clearly defined values and tastes, so it is important to understand them to build communication correctly. Meanwhile, there is a high level of competition among manufacturers and sellers of Loft-style furniture in the market. Standing out and gaining consumer trust becomes increasingly challenging. All these factors have determined the choice of the research topic.

Purpose of the article

Therefore, developing branding for Loft-style furniture is a necessary task to increase the company's recognition, strengthen its competitiveness in the market, and create an image. These goals are aimed at ensuring successful brand positioning, attracting new customers, and building trust in the products among consumers. Brand development is a key step in the development of our business and achieving strategic goals in the furniture market.

Presentation of the main material

The market analysis has shown a steady increase in the popularity of the Loft style among consumers. According to research data, the demand for Loft-style furniture is growing at the same rate as the overall furniture market. This indicates a growing interest among consumers in modern and industrial interior design.

Additionally, the competitive landscape in the Loft-style furniture market reveals high competition among manufacturers and brands offering similar products. At the same time, there is a demand for exclusive and unique products that can stand out in terms of design, quality, and price range.

In such a situation, opportunities for development lie in creating a unique proposition that meets market demand and can distinguish itself from competitors. It is also important to consider consumer demand trends and actively implement innovative solutions in the design and production process.

The main branding strategy for Loft-style furniture could focus on emphasizing uniqueness and an individual approach to design. The brand can position itself as a leading manufacturer of stylish and functional furniture that aligns with modern design trends and Loft-style nuances. Against this backdrop, developing a corporate identity becomes strategically important for companies. Implementing a unique identity and visual image will allow the company to effectively stand out among competitors and attract the attention of the target audience. Such an approach will not only maintain market positions but also create a solid platform for further development and successful branding.

Before starting work on the graphic elements of the corporate identity, let's clarify what a brand's corporate identity should be and how it should be to distinguish the company from competitors.

A company's brand has two intersecting paths: its history, values, and originality intertwined with the visual representation of all aspects. The logo should have the visual ability to tell about the company and its products.

Since the logo will be used in the brand's identity across various visual manifestations, such as business cards, letterheads, reports, invitations, advertisements, and more, its presence is essential for the company or firm. The logo should simultaneously represent the brand and evoke interest for further interaction, and it should be:

− firstly, unique from competitors: this is the main requirement for the corporate style because it's through it that a company or brand stands out;

− secondly, adaptive: components of the corporate style should look equally good on different mediums, from business cards to outdoor signage, stamps, and forms;

− thirdly, aesthetic: the design should be pleasing and harmonious because the corporate style is the face of the company;

− fourthly, simple: both the logo and the corporate style should be as simple as possible. This ensures good memorability and recognizability;

− fifthly, original: developing a logo that is simple and understandable yet creative and distinct from competitors helps create a unique symbol or character;

− sixthly, easily recognizable: the logo should be associated with the main positioning strategy of the brand;

− seventhly, without unnecessary details: it's not recommended to make the logo too large or overload it with unnecessary details. The logo should reflect only the essence − the main idea;

− eighthly, harmonious: A logo that uses 4 or more colors is perceived and remembered worse, so

in the development, I used two primary colors.

When creating the brand's name, an associative search is conducted first. The topic and direction of the company's activity (framework furniture) are compared with certain symbols.

For naming this company, the word "armadio" was chosen, which translates from Italian as "wardrobe" or "clothing". This name is sonorous, concise, and suitable for a brand of furniture and frameworks, characterized by simple forms.

Associations of the first row − the simplest, the first thing that comes to mind when hearing the words "frameworks", "furniture". For example, furniture − contains shelves, consists of straight lines intersecting.

To choose an appropriate name for the furniture brand, we turned to the dictionary. Thus, for naming this company, the word "armadio" was chosen, which translates from Italian as "wardrobe", "things". This name is sonorous and concise, suitable for a furniture and framework trading brand, simple in form.

Associations of the second row − style combined with color, as furniture with frames will be used in the Loft interior style, the color chosen is appropriate − black, gray, white.

Associations of the third row − packaging, product presentation − all interior items are better perceived by the buyer in visual perception; when a person sees the image clearly, they understand how the product will look in everyday life. Therefore, it is better to present the products of the frame products and furniture brand in the form of a printed or electronic catalog to the reader and future buyer with a list of products and interiors for this product.

The first stage of logo development was searching for references to find appropriate metaphors, meaning to reflect it in a minimal format on a sheet as a logo or mark. Because the logo and mark are the basis of the entire concept of graphic design.

The next stage is choosing a font for the logo. The font is one of the most important elements of the logo. It depends on readability, perception, conveying the main sense.

Since the company produces frame furniture for Loft-style spaces, they can be compared to simple shapes, lines, and dark colors. A straight font without serifs, which has straight letter shapes and thin lines, is an ideal choice for the frame furniture logo.

The readable, straight font − "Steppe 1.0" depicted in Figure 1, which can be easily read even in a small logo. The font prints well and visually corresponds to the brand's style and theme.

The font used in the construction of the logo will continue to be used in other corporate aspects

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and documents of the company.

This font allows for legibility even when compressed or in small formats, is convenient to read in all uppercase letters, has several variations: bold, thin, and medium, supports both Ukrainian and English layouts, and harmoniously fits into the company's furniture brand style.

The selected font "Steppe 1.0", depicted in Fig. 1, is suitable for use in brand aesthetics.

Logo color. For example, and color association, we use a ready-made combination of colors (Fig. 2).

Since the company produces frame furniture products in the Loft style, where white shades are often used on walls, facades, flooring, etc., it is advisable to diversify the interior with brighter accents. Using gray color evokes associations with the tone of concrete, metal pipes, and other essential attributes of this style. The main advantage of gray color is its compatibility with pastel or vibrant hues.

Using a modular grid and the Adobe Illustrator vector program, we combined primary graphic elements and various shapes and lines into a unified composition, creating a comprehensive design that is both unique and distinctive. The resulting unique logo is depicted in Figure 3, where the letter widths, radius of rounded elements, and spacing between characters adhere to standard norms and design principles.

Grid systems have been extensively utilized in print production, and with the advent of the digital age, they have seamlessly transitioned into web design. This approach enabled us to develop the logo using simple shapes and the principles of a mathematical model (Fig. 3).

A crucial point to note is that the elements in the grid are aligned based on their visual foundation rather than their bounding boxes. This means that a circle aligned to the left edge will always appear a few pixels to the left of a square aligned to the same edge, serving as optical compensation.

The "safe zone" refers to the minimum acceptable space around the logo. Typically, the space around the logo should be larger than the safe zone. The minimum size (width) of the logo is 25 mm.

Fig. 4 presents the logo for the "Armadio" furniture brand created using the "Steppe 1.0" font and a modular grid of simple geometric lines and shapes.

The developed logo in vector format not only allows for scaling to any size without loss of image

Furthermore, simplification and consistency in the use of visual elements will contribute to building a coherent communication strategy and effective communication planning with the target audience.

Conclusions

First. Branding is one of the most valuable intangible assets for companies, confirming the relevance of brand development and management in modern business. Scientific research demonstrates the importance of this process for competitive advantage in the market. By analyzing the market, defining a strategy, and creating a consistent visual and textual brand image, companies can effectively shape their image and attract consumer attention in dimensions reflected in a stylish and practical manner.

Second. The results of the furniture market analysis confirm the stable demand for Loft-style furniture, indicating an increasing interest among consumers in modern and industrial interior design.
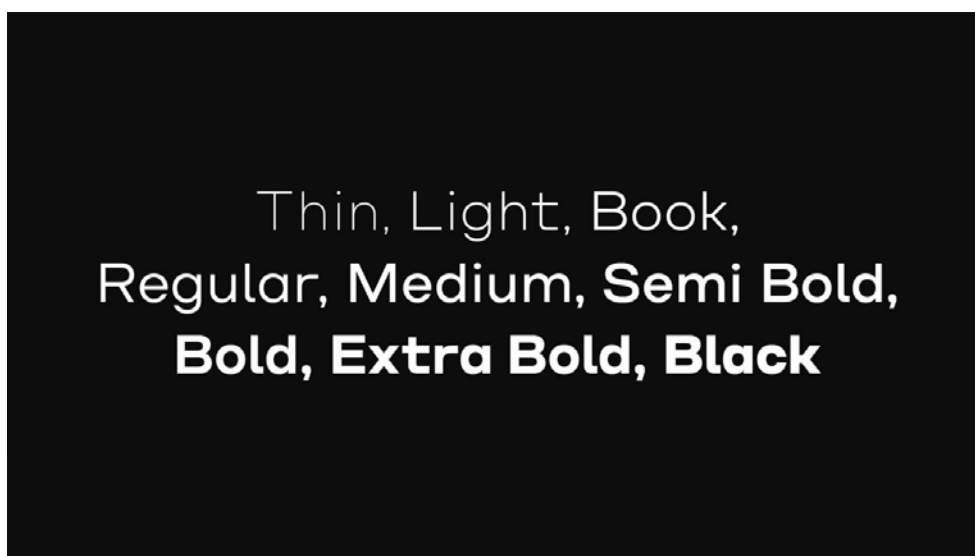

Fig. 1. Font for corporate style "Steppe 1.0"

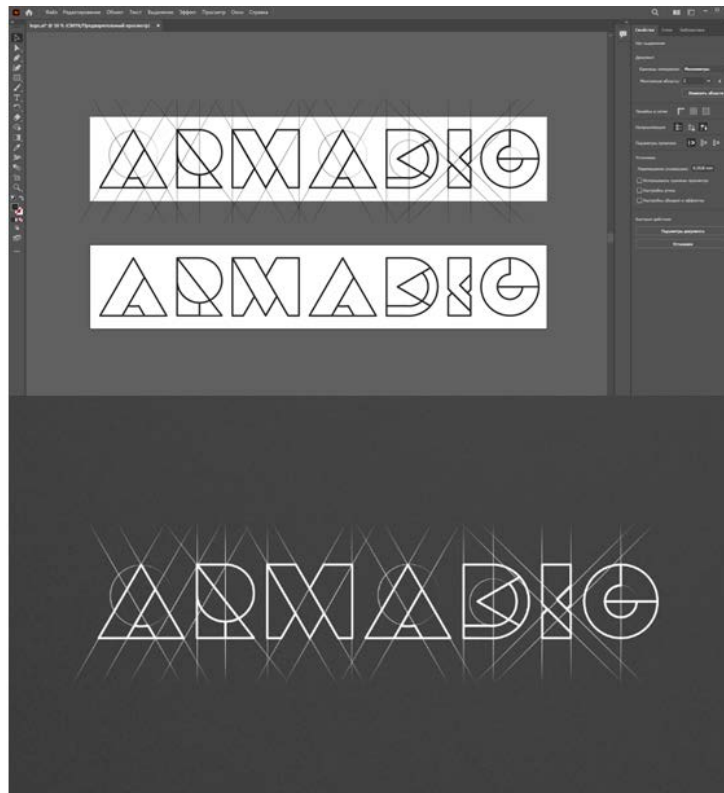Fig. 2. Color selection of the "Armadio" furniture brand

Fig. 3. Development of the logo's modular grid

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Fig. 4. Detailed development of the logo in the brand's color palette
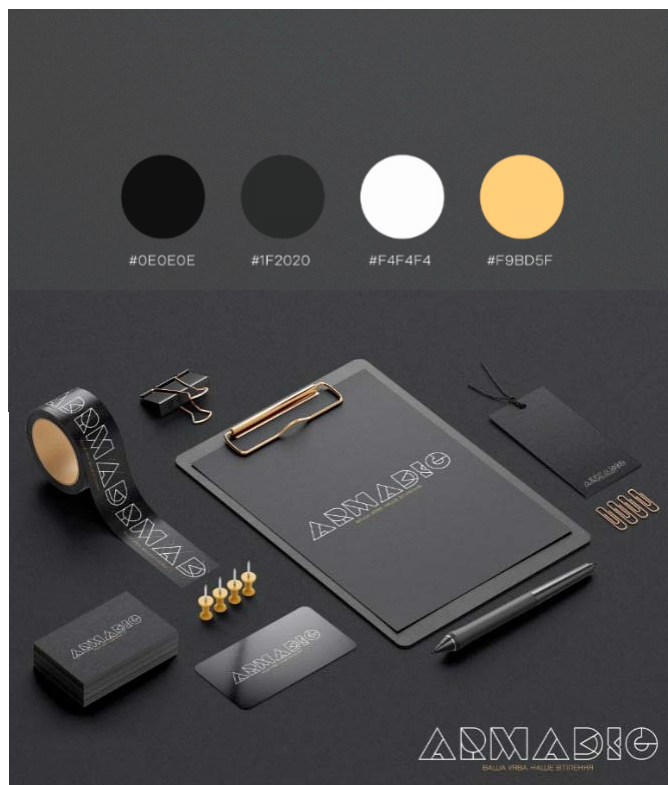

Fig. 5. Detailed development of the Corporate Identity for the "Armadio" frame furniture brand

Therefore, the development of a corporate identity becomes strategically important as it allows for effective positioning of the company, attracting the attention of the target audience, and creating a solid platform for further successful branding.

Third. The chosen name "Armadio" perfectly reflects the product's specificity, and the use of a color palette in black, gray, and white, with an accent color, as well as the "Steppe 1.0" font, contributes to the creation of a unique and concise corporate style that emphasizes the brand's identity and attracts customers.

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БРЕНДІНГ ЯК ІНСТРУМЕНТ СТРАТЕГІЇ РОЗВИТКУ
Свердліковська О. С., Гура А. О., Гура Д. В., Чимшит С. І.

Проаналізовано ключові аспекти розробки та управління брендом у сучасному бізнес-середовищі з метою досягнення конкурентної переваги та успіху на ринку. Досліджено вплив брендингу на конкурентоспроможність підприємств і продемонстровано його значення як стратегічного інструменту. Описано процес створення фірмового стилю компанії, яка виготовляє каркасні меблі, що ідеально поєднується зі стилем Loft. Проаналізовано важливі етапи розробки фірмового стилю, від вибору назви та логотипу до підбору кольорової палітри та шрифту. Надано аналіз основних елементів фірмового стилю та їх вплив на ідентичність бренду і привабливість для клієнтів. Дослідження спрямоване на подальший розвиток процесу формування бренду відповідно до потреб ринку та вимог споживачів. Розглянуто практичний аспект створення фірмового стилю як стратегічного ресурсу, спрямованого на вирішення завдань позиціонування компанії на ринку, підвищення впізнаваності бренду та залучення уваги цільової аудиторії. Такий підхід допомагає компаніям створити унікальний образ та ефективно конкурувати в умовах сучасного бізнес-середовища. Результати аналізу ринку меблів підтверджують стабільний попит на меблі в стилі Лофт, що підкреслює актуальність розробки фірмового стилю для компаній, що спеціалізуються на цьому напрямі. Вибір назви "Armadio" і використання відповідної кольорової палітри та шрифту дозволяє створити унікальний і привабливий образ бренду, що сприяє привертанню уваги цільової аудиторії та формуванню стійкого позитивного іміджу компанії на ринку. Здійснені дослідження засвідчили актуальність використання візуальних елементів брендингу, таких як назва, логотип, кольорова палітра та шрифт, для формування привабливого образу компанії, що запам'ятовується.

Ключові слова: брендінг, стратегія розвитку, Loft стиль, фірмовий стиль, конкурентоспроможність, логотип, айдентика, цільова аудиторія.

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