



KAPITEL 14 / CHAPTER 14¹⁴

CORPORATE IDENTITY AS A STRATEGIC TOOL FOR BRAND MANAGEMENT

DOI: 10.30890/2709-2313.2025-42-05-043

Introduction

Corporate identity is a complex concept that encompasses various aspects that shape a company's identity and define its visual, auditory, and conceptual image. Adherence to corporate identity in the digital space helps a brand actively develop, as the methods of advertising and positioning a company are constantly improving and changing. It is a comprehensive approach that ensures maximum effectiveness, defining corporate culture and brand positioning in the modern market. Based on this, we can note that the task of corporate identity is to ensure the identification of the company and the formation of consumer trust.

14.1 Theoretical aspects of corporate identity

Corporate identity is a key element of a successful business strategy, especially in the face of challenges and changes at the global and national levels.

Corporate identity is visual marketing, a set of visual graphic elements created to form a unique image of the company and distinguish it from its competitors, which plays the role of an advertising tool [2, p. 147].

Let us highlight the key positions that corporate identity provides (Table 1).

In times of challenges and instability, the use of corporate identity becomes a strategic necessity for ensuring the success and survival of enterprises.

The process of creating a corporate identity consists of the following stages [4]: forming technical specifications; calculating costs; concluding a contract; developing a corporate identity; demonstrating interim results; making corrections; approval; transferring the design.

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Table 1 – Description of key positions provided by corporate identity in times of crisis or complex events

Key position	Description
Consolidation of identity	Ukrainian companies can use corporate identity to emphasize their national roots and express support for important social values
Communication of values	Unstable conditions require clear communication of company values. Corporate identity serves as a means of expressing these values through design, text, and overall aesthetics, giving the company a positive perception in society.
Competing for consumer attention	In an environment of information overload, corporate identity helps companies stand out from their competitors. visual appeal and consistency help to attract attention and build recognition
Reputation support	Corporate identity influences the perception of a company as an entity that makes a significant contribution to society. A positively perceived style can influence the reputation of a company, especially in times of crisis or difficult events.
Flexibility and adaptability	A corporate identity that takes into account changes in the economy and society allows a company to remain flexible and adaptable.
Promotion of patriotism	Corporate identity can reflect patriotic values and promote national patriotism. This is especially relevant in the context of events taking place in Ukraine.

Developed by the authors

Therefore, given that the recognition of a company practically guarantees its success and competitiveness in the market, the formation of a corporate identity plays an important role. It is a comprehensive system of visual identification that contributes to the creation of a positive image of the company and enhances the effectiveness of its advertising communication with consumers. This, in turn, simplifies the task of formulating a marketing strategy and communication, unifying the entire marketing concept.

Let's look at the main theoretical aspects related to corporate identity.

1. Definition of corporate identity: corporate identity is defined as a system of interrelated elements, such as a logo, color palette, typography, and style of speech, which contribute to the creation of a unique brand identity. These are not only aesthetic decisions, but also strategically selected elements that convey the values and characteristics of the company.

2. The role of corporate identity in brand perception: corporate identity is the main calling card of a company, influencing the perception of its products or services. It is a



language of communication with consumers and allows you to create a positive impression of the brand. Style elements help create consistency and recognition, promoting positive associations with the company (Table 2).

3. The impact of corporate identity on consumers: corporate identity interacts with consumer psychology, evoking emotions and feelings associated with the brand. Visual and audio elements can evoke confidence, trust, or even certain associations and emotional reactions that influence consumer decisions. For example, convenient and aesthetic product packaging can enhance the positive impression of a purchase and determine the consumer experience.

Table 2 – Characteristics of the active components of corporate identity

Active component	Description	Example
Company business card	Corporate identity acts as the main business card of the company, the external face of the brand, which determines its appearance and identity	The Apple logo and its minimalist design are the company's business card, distinguished by elegance and innovation
Impact on the perception of products or services	Corporate identity elements such as the logo, color palette, fonts, and graphic elements influence the perception of products or services. Their correct selection creates a positive impression and determines the emotional tone of interaction.	Coca-Cola's color scheme (red and white) influences consumers by creating associations with refreshment and enjoyment.
Language of communication with consumers	Corporate identity is an effective language of communication with consumers. It conveys the brand's values, style, and market position, promoting mutual understanding and interaction	The typical communication style of the Nike brand uses expressiveness and motivation to communicate with its audience.
Defining a positive brand impression	A well-designed corporate identity allows you to define a positive brand impression in the hearts of consumers. Its elements create an atmosphere that attracts and stimulates trust	The Starbucks image, where every detail is carefully thought out, creates a positive impression of the brand as a place of comfort and high-quality coffee
Creating consistency and recognition	Style elements that are repeated in all aspects of the business help to create consistency and recognition. This makes the brand easily recognizable and maintains its unity	Google uses the same style across all of its products, giving them a consistent and easily recognizable look
Positive associations with the company	Corporate identity helps create positive associations with the company. It allows consumers to associate the brand with certain values that are important to them	Dove uses its corporate identity to associate its products with naturalness and beauty

Developed by the authors



4. Modern approaches to corporate identity development: Given the dynamics of the modern market, it is important to use innovative approaches to corporate identity development. This may include the use of digital media, interactive elements, and flexible strategies that allow the style to be adapted to changes in the consumer environment.

5. Synergy between corporate identity and brand strategy: corporate identity should interact harmoniously with brand strategy, emphasizing its values and reflecting its position in the market. The synergy of these elements ensures consistency in communication and contributes to the creation of a strong brand [7].

Highlighting these theoretical aspects provides a deeper understanding of the role of corporate identity in business activities and creates a theoretical basis for further analysis and implementation of concepts in the practice of corporate branding.

Creating an effective corporate identity is a complex task that requires a systematic and professional approach.

14.2 Methodological approaches to creating a corporate identity

Let us consider in detail the methodological approaches to creating a corporate identity.

1. Business strategy analysis: The initial stage is a thorough analysis of the company's strategy. It is important to understand the core values, mission, goals, and target audience. This will help determine how the company wants to be perceived and what emotions it wants to evoke in consumers. There are a number of methods, each of which helps to conduct an in-depth analysis of the business strategy and identify ways to optimize the company's corporate identity (Table 3).

2. Defining brand personality: developing a corporate identity includes defining brand personality. It is important to identify the key attributes that will be associated with the brand, such as:

- The tone of communication is defined as the style and manner of expression used to present and perceive information about the brand (it is important that the tone is appropriate for the target audience and reflects the values and image of the brand).



Table 3 – Methods of business strategy analysis for optimizing a company's corporate identity

Method	Description	Implementation
1	2	3
SWOT-analysis	Identification of strengths, weaknesses, opportunities, and threats, which helps to determine which aspects of corporate identity need to be optimized	SWOT-analysis can indicate the need to improve the definition of brand values or adapt to changes in the competitive environment
Competitor analysis	Studying competitors' actions, strategies, and corporate identity to find opportunities for improvement	Comparing competitors' designs and approaches to branding
PESTLE analysis	Analyzing the impact of political, economic, social, technological, legal, and environmental factors on the business	Taking into account changes in legislation or technological innovations that may affect corporate identity.
Target analysis	Identifying the target audience and its needs to create an effective corporate identity	Studying the characteristics and preferences of the target audience to create a style aimed at them
Risk analysis	Identifying potential risks and determining strategies for managing them	Identifying risks of unfavorable perception of the corporate identity and developing a plan to minimize these risks
BCG-matrix (Boston Consulting Group)	Classification of products or business units by sales volume and market share	Identifying which brands or products require more attention in corporate identity development
Product portfolio analysis	Assessment of the diversity and interconnection of the company's products	Identifying which elements of corporate identity are suitable for different product lines

Grouped by the authors based on [1-7]

– design style is a system of visual elements, such as logo, colors, fonts, and graphic elements, that define the appearance of the brand. The design style should be consistent and express the brand identity;

– Emotional elevation in corporate identity research refers to the ability of brand elements to evoke certain emotions in consumers. This can be achieved through expressive design, interesting content, and interaction with the audience, which contributes to a positive perception of the brand and establishes an emotional connection with it.

3. Development of visual elements: the creation of a logo, the choice of color palette, typography, and other visual elements are determined at this stage. It is



important to ensure consistency and unity in their use.

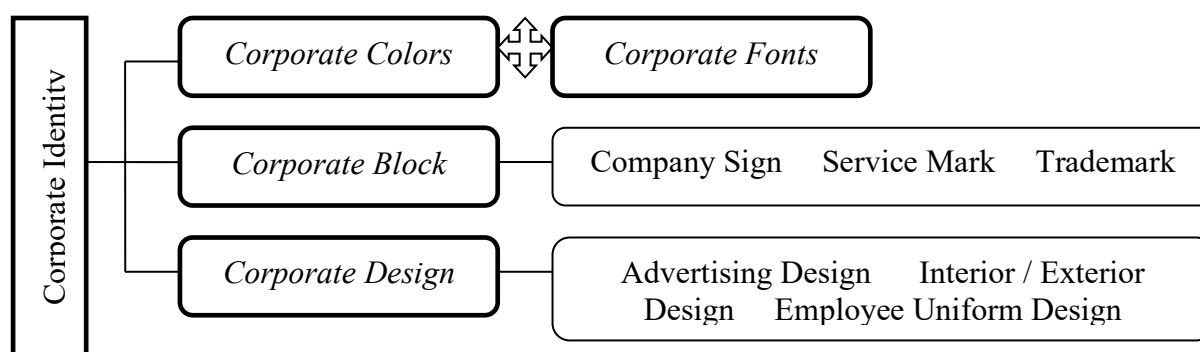


Figure 2 – Corporate identity constants

4. Development of stylized communications: the development of stylized communications is a key stage in the formation of a corporate identity, as it determines how the brand interacts with its audience through various channels. Let's take a closer look at this process (Fig. 3).

The development of stylized communications contributes to the creation of a strong and consistent brand image in the eyes of consumers.

5. Testing and correction: after implementing a corporate identity, it is important to test its effectiveness. Collecting feedback from consumers and analyzing their reactions will help identify possible shortcomings and make the necessary corrections.

6. Adaptation to changes: taking into account market dynamics and changes in consumer attitudes, it is important to regularly adapt the corporate identity. This may include changing design elements, updating the communication strategy, etc.

7. Documenting the corporate identity: creating documentation that contains all the important elements of the corporate identity helps to ensure their correct identification and use by all departments and partners of the company [5].

This comprehensive approach to creating a corporate identity allows a company to create a consistent and effective image that meets its strategic goals and is perceived by its target audience.

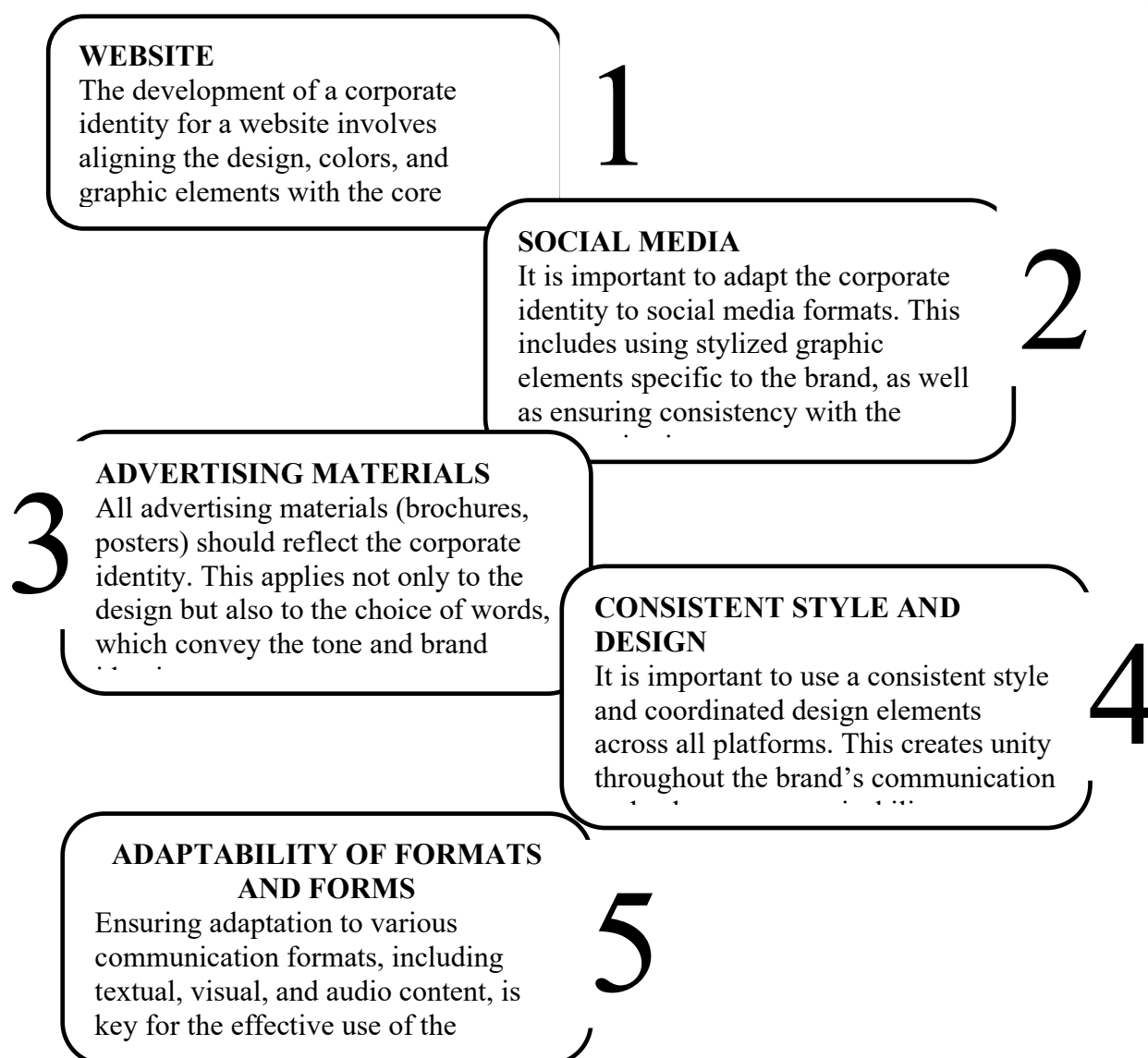


Figure 3 – The process of developing stylized communications

Source: [5]

14.3 Results of using corporate identity

Analyzing examples of successful corporate identity use in a highly competitive environment and identifying the main benefits of effective brand identity management, we will highlight its general examples and results.

Examples of successful use of corporate identity in a competitive environment:

– Brand differentiation: Companies that successfully define their unique characteristics through corporate identity can stand out from their competitors. For example, specific colors, fonts, and visual elements can help create a unique image.



– Creating an emotional connection: corporate identity can create an emotional connection with consumers, which is important in a competitive environment. If a brand evokes positive emotions, consumers will be more inclined to choose its products or services.

– Supporting advertising campaigns: Corporate identity becomes the basis for advertising campaigns and marketing initiatives. When corporate identity elements are used consistently in all advertising materials, it creates unity and recognition [6].

The main advantages of effective brand style management:

– Greater recognition: a well-designed and implemented corporate identity makes a brand easily recognizable among competitors, which contributes to increasing its value.

– Strengthening brand identity: corporate identity defines the brand's identity, expressing its values and character in specific elements. This helps the company build a sustainable image and contributes to its recognition in a competitive environment.

Let's move on to adapting corporate identity to current trends. The relevance of adapting corporate identity:

– Modern technologies: given the rapid development of technologies, it is important to adapt corporate identity to innovations in order to meet consumer expectations and take advantage of new opportunities, such as interactive websites, AR and VR elements, etc.

– Changing consumer preferences: growing attention to sustainability, resilience, and environmental conservation requires adapting corporate identity, taking these values into account in design and communications.

– Globalization: In the context of increasing globalization and intensifying global competition, an important strategy is to adapt corporate identity to the cultural characteristics of different regions.

Let's define the important aspects in evaluating the effectiveness of corporate identity:

– Measuring recognition: the quantity and quality of brand recognition across different channels and among audiences;



- Impact on consumers: the ability of corporate identity to evoke positive associations and emotional responses in consumers;
- Comparison with competitors: comparison of the effectiveness of corporate identity with the results of competitors;
- ROI of marketing campaigns: determining the effectiveness of marketing activities based on corporate identity in terms of return on investment.

Therefore, researching the theoretical and methodological aspects of corporate identity formation in modern conditions is an important task, as it allows us to understand the key principles and trends in the field of branding. Analysis of the theoretical foundations of corporate identity helps to determine its role in brand perception and its impact on consumers.

14.4 Optimization of corporate identity

In conditions of constant change and high competition, corporate identity optimization is becoming an important condition for the development of modern companies. Market changes, geopolitical factors, and economic turbulence determine the need to adapt strategies for interacting with the audience and forming a positive brand perception.

Optimizing corporate identity in a company's business activities includes a number of key aspects aimed at improving specific elements of the brand and its perception. Let's take a closer look at the features of corporate identity optimization:

1. In-depth brand analysis:

- Strategic positioning: a thorough analysis of the company's mission, goals, and values to determine its strategic positioning in the market.
- Brand audit: evaluation of the effectiveness of existing corporate identity elements, identification of strengths and weaknesses.

2. Focus on the target audience:

- Detailed analysis of the target audience: in-depth research and analysis of the characteristics and needs of the target audience to establish accurate contact and create



personalized marketing strategies.

– Market segmentation: dividing the market into segments to adapt marketing strategies to the needs of specific consumer groups.

3. Media and communications integration:

– Optimization of communication channels: selection of the most effective channels for interacting with the audience, taking into account the characteristics of the product and the target audience.

– Creating integrated campaigns: ensuring the interaction of various media channels (online and offline) to create a unified and powerful marketing campaign.

Let's take a closer look at both aspects of this optimization (Table 4).

Table 4 – Characteristics of media and communications integration aspects

Name	Aspect	Characteristics
Optimization of communication channels	Selection of optimal channels	By analyzing the features of a product or service and taking into account the characteristics of the target audience, a company selects the communication channels that are best suited to achieving its marketing goals. This may include social networks, email, PR campaigns, traditional media, etc.
	Personalization of communications	Based on the characteristics of the target audience, the company creates personalized messages and advertisements, which helps improve interaction and attract consumers.
	Resonance analysis	Implementation of systems for monitoring and analyzing audience engagement to determine the effectiveness of each channel and adapt strategies according to the data obtained
Creation of integrated campaigns	Media channel interaction	Creating comprehensive marketing campaigns that span various media channels, such as online advertising, television, radio, direct advertising, etc. This allows you to create a unified image and a common message for your audience
	Cross-channel consistency	Ensuring that the information presented through different media is consistent and aimed at achieving the same marketing goals
	Leveraging synergies	The interaction of media channels complements each other to enhance the overall effect of the campaign, ensuring greater coverage and effectiveness.

Source: [6]

In general, it can be noted that the integration of media and communications sets a new level of effectiveness for corporate marketing strategies. This strategic approach



is an important foundation for successful interaction with the audience in the modern market environment, helping to maximize the effectiveness of communication processes.

4. Use of technological innovations:

– Automation of marketing processes: this aspect includes the implementation of modern tools and technologies to improve the efficiency of various marketing processes. Automation can apply to mailings, content management, and the analysis of large amounts of data to make informed strategic decisions.

– Introduction of artificial intelligence: the use of algorithms and artificial intelligence systems is becoming an essential part of marketing strategies. Artificial intelligence can analyze consumer behavior based on collected data, identify trends, and predict changes in the market [1, p. 115].

Let's take a closer look at the tools and platforms used to automate marketing processes (Table 5).

Table 5 – Tools for automating marketing processes

№	Type	Tool name	Functional capabilities
1	Customer Relationship Management (CRM)	Salesforce	Provides solutions for managing customer relationships, including sales automation and marketing capabilities.
2	Email Marketing	Mailchimp	Allows you to automate email distribution, create audience segmentation, and track campaign results.
3	Content management systems (CMS):	WordPress	Provides capabilities for automating publications and managing content on websites.
4	Analytical Tools	Google Analytics	Provides analysis and tracking capabilities for user interaction with the website.
5	Marketing automation platforms	HubSpot	Includes tools for marketing automation, customer relationship management, and analytics.
6	Social media platforms	Hootsuite	Provides capabilities for automating posts and interacting with audiences on social networks
7	Landing page	Unbounce	Allows you to create and optimize landing pages for marketing campaigns

Source: [3]

These tools help automate various aspects of marketing processes, ensuring efficient operation and improved performance.



5. Metrics and analytics (Table 6):

– Defining key performance indicators (KPIs): developing and defining metrics that allow you to measure the success of marketing activities and adapt your strategy based on data.

– Continuous monitoring and analysis: regular analysis of results allows you to identify trends in a timely manner and adjust marketing strategies to achieve maximum effectiveness.

Table 6 – Characteristics of metrics and analytics tools

Method	Tool	Principle
Definition of key performance indicators (KPIs)	Conversion	Determining the percentage of visitors who performed a specific action, such as making a purchase, filling out a form, or subscribing
	Customer acquisition cost (CAC):	Calculating the cost of attracting a new customer to evaluate the effectiveness of marketing expenses.
	Customer retention	Measuring the percentage of customers who remain loyal to the brand over a period of time
	ROI (Return on Investment)	Calculating the ratio of return on investment to marketing costs.
	Time on site or in app	Measuring the average time a user spends on a website or in a mobile app
	Click-through rates (CTR)	Estimating the percentage of users who clicked on an ad banner or link
	Social activity	Metrics such as the number of likes, comments, and shares on social networks that indicate audience engagement
	Target actions	Identification of specific actions that are considered target actions, such as completing a purchase or filling out a contact form
Continuous monitoring and analysis	Regular data collection	Establishing systems for continuous collection of data on audience engagement and marketing campaign results
	A/B testing	Conducting experiments to compare the effectiveness of different advertising options, landing pages, or other elements of the strategy
	Marketing analytics	Using specialized tools and platforms to analyze marketing data and identify key trends.
	Competitor monitoring	Studying competitors' strategies and analyzing their results to identify opportunities for improving your own strategy.
	Data segmentation	Grouping data to analyze results according to various criteria, such as geography, age, or interests.
	Campaign performance evaluation	Determining and analyzing the effectiveness of each marketing campaign and making adjustments to future strategies
	Review and rating analysis	Studying customer reviews and ratings to assess satisfaction and identify potential improvements

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6. Flexibility and adaptability:

- Quick response to change: implementing a flexible strategy that allows the company to quickly adapt to changes in the external environment.
- Testing and experimentation: conducting test projects and experiments to identify optimal strategies and innovations.

7. Cooperation with stakeholders (Table 7):

Table 7 – Characteristics of targeted actions for cooperation with stakeholders

Type	Target action	Characteristics
Interaction with consumers	Involvement in product development	Conducting surveys, focus groups, and feedback analysis to involve consumers in the process of creating and optimizing products
	Personal contact	Establishing personal connections with customers through social media, online chats, and other means of communication
	Joint events	Establishing personal connections with customers through social media, online chats, and other means of communication
	Content marketing	Creating interesting and useful content that attracts attention and promotes interaction with the audience
	Personalized service	Providing personalized offers and discounts based on previous interactions with the brand
Partnerships and collaborations	Strategic partnerships	Establishing long-term strategic partnerships with other companies to share resources, technologies, and knowledge
	Joint marketing campaigns	Developing and implementing joint marketing projects to jointly promote products or services
	Cross-promotions	Organizing the exchange of audiences or resources between partners to maximize reach to the target audience
	Interaction with stakeholders	Active communication with all stakeholders, including suppliers, distributors, and other companies that have an impact on the business
	Joint initiatives	Implementation of joint projects or initiatives that lead to mutual benefits for all parties
	Partner network	Developing a network of partners to create an effective ecosystem, promoting the exchange of resources and helping both parties to grow

Developed by the authors

- Consumer engagement: Involving consumers in the process of developing and optimizing products and services through communication and feedback.
- Partnerships and collaboration: developing strategic partnerships and collaborating with other brands to maximize market impact.



8. Reputation management:

- Online and offline reputation: actively managing the company's reputation in online and offline spaces to maintain and increase consumer trust.
- Crisis management: developing strategies and plans to resolve potential crisis situations and minimize negative impact on the brand.

9. Sensitivity to the sociocultural context:

- Perception of national orientation: taking into account patriotic feelings and support of the domestic population in the development of corporate identity.
- Uniqueness of the local market: adapting design and communications to the local characteristics and uniqueness of the Ukrainian market.
- Reflection of national identity: use of symbols and colors associated with Ukrainian culture.

10. Innovative approaches:

- Creation of unique elements: use of technological innovations to develop unique and distinctive elements of corporate identity.
- Design experiments: testing innovative design solutions and their impact on consumer perception of the brand [7].

Thus, overall corporate identity optimization is a strategic and comprehensive approach to brand management that opens up broad opportunities for companies to adapt to changes in a dynamic environment and actively influence the perception and attention of their audience. This approach takes into account not only the visual aspects of corporate identity, but also interaction with consumers, the use of technology, and interaction with various media channels. With this strategy, companies become capable not only of adapting to changes in the external environment, but also of actively shaping their position and brand image.

Conclusions

This work uses a systematic approach to analyzing corporate identity as a strategic brand management tool in the modern marketing environment. It is proposed to



consider corporate identity not only as an element of visual identification, but as a comprehensive communication system that ensures the consistency of corporate values, increases the competitiveness of the enterprise, and shapes its stable market position. The study substantiates that corporate identity integrates visual, textual, auditory, and conceptual elements that determine the uniqueness of the brand and contribute to the formation of a positive perception among target audiences. The application of a structured methodological approach involves a sequential passage through the stages of business strategy analysis, brand personality definition, stylistic solutions development, their testing, and adaptation to changes in the market environment. The results obtained confirm that an effectively formed corporate identity is a tool for strategic management of the company's reputation, contributes to increasing consumer confidence and ensures long-term brand recognition. In crisis conditions, such a system performs a stabilizing function, supporting the image of the organization and strengthening its position in the market.



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SCIENTIFIC EDITION

MONOGRAPH
DER STAND DER ENTWICKLUNG VON WISSENSCHAFT UND TECHNIK
IM XXI JAHRHUNDERTS
WIRTSCHAFT UND HANDEL; MANAGEMENT UND MARKETING
THE LEVEL OF DEVELOPMENT OF SCIENCE AND TECHNOLOGY
IN THE XXI CENTURY
ECONOMICS AND TRADE; MANAGEMENT AND MARKETING
MONOGRAPHIC SERIES «EUROPEAN SCIENCE»
BOOK 42. PART 5

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The scientific achievements of the authors of the monograph were also reviewed and recommended for publication at the international scientific symposium

«Der Stand der Entwicklung von Wissenschaft und Technik im XXI Jahrhunderts/
The level of development of science and technology in the XXI century '2025»
(September 30, 2025)

Monograph published in the author's edition

The monograph is included in
International scientometric databases

500 copies
September, 2025

Published:
ScientificWorld - NetAkfiatAV
Lußstr 13,
Karlsruhe, Germany



e-mail: editor@promonograph.org
<https://desymp.promonograph.org>

ISBN 978-3-989241-15-2



[*https://desymp.promonograph.org*](https://desymp.promonograph.org)

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