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## **THE FUTURE OF CORPORATE DESIGN: TRENDS AND PREDICTIONS**

For many years, corporate design has been in a constant state of development. It is important to keep up with the latest trends and anticipate future changes, which is essential for any business. This involves extensive analysis for market realization, improving brand identity, and more. Corporate design refers to the visual and graphic elements that a company uses to create a consistent and recognizable brand image. This includes logos, typography, color schemes, and other visual elements that are used in the company's marketing materials, website, products, and packaging.

The corporate identity refers to the overall aesthetic foundation and tone of a company's brand. It encompasses not only visual design elements but also language, messaging, and other intangible aspects of a company's identity. A clearly defined corporate identity is necessary to create a cohesive and recognizable brand that resonates with customers. As N. Kolesnyk and M. Kovalchuk state, "In general, corporate identity is a set of techniques (graphic, color, acoustic, video) that ensure the unity of all products of the company and advertising campaigns; improve memorability and perception for customers, partners, independent observers, not only of the company's products, but also of its entire activity; and also allow to contrast its products and activities with those of competitors" [1, p. 67].

The goal of the article is to provide an understanding of current and new trends in corporate design and make predictions for the future in this direction. It is necessary to determine which design contributes to the development of the company in order to stand out in the crowded market and ensure the success of corporate design in the future. It is important for each company to be able to tell the story of its brand and build emotional connections with its customers through the creation of corporate design.

Of course, here are some new trends and the future of corporate design:

1. Minimalism. Minimalism in corporate design is a trend that emphasizes simplicity and aesthetics. Simple forms, lines, and colors are used in minimalist design, which are both elegant and functional. This approach is necessary for a modern and sophisticated image and makes the brand recognizable. The main focus in minimalist corporate design is on reducing unnecessary elements. Overall, the design should be easily understandable and memorable.

2. Bold colors in corporate design are a trend that involves the use of bright, attractive colors to create a strong and memorable brand identity. Traditionally, designers try to use more restrained, neutral colors such as black, white, and gray to create a sense of professionalism and seriousness in their projects. However, in recent years, many brands have started using bold, vibrant colors to stand out in the crowded market.

3. Sustainable design. In corporate design, sustainable design has become a key factor as more and more companies adopt eco-friendly methods. This trend is reflected in the use of recycled materials, natural colors, and textures in corporate design.

4. Animated graphics have become an increasingly popular element in corporate design in recent years. Animated graphics can add an engaging and dynamic element to a brand's visual identity, which can help it stand out from its competitors and capture the attention of its target audience. By keeping the brand identity in mind, keeping animations simple, using them strategically, considering accessibility, and testing and refining the animations, brands can create effective and engaging animated graphics that support their overall marketing goals.

5. Personalization in corporate design is a trend that involves adapting branding and design elements to the individual preferences and needs of the target audience. This approach aims to create a more attractive and authentic experience for customers, which can lead to increased brand loyalty and customer retention. Another way to achieve personalization in corporate design is through the use of user-generated content (UGC). UGC allows customers to create and share their own content related to the brand, such as reviews, photos, and videos. This content can be used by companies to create personalized marketing campaigns and design elements that are specific to each individual customer. However, it is important to note that personalization of corporate design should be carried out in compliance with customer privacy laws and data protection regulations. Companies must ensure they are transparent about their data collection and usage policies. The corporate design of cloud storage in a company is an important aspect of creating a consistent and professional brand image for the company. The user interface of the cloud storage system should be designed to reflect the overall brand image and values of the company. This includes the use of brand colors, fonts, and imagery. "A "cloud" is a centre, server, or network that stores data and applications that connect users over the Internet. It should be noted that thousands of people with access rights can have access to the "cloud" at the same time," [4, p. 2669] says N. Kolesnyk. Overall, personalization in corporate design is a powerful trend that can help companies create a more attractive and authentic brand for their customers.

6. Printing. Typography will continue to play an important role in corporate design, where the use of special fonts and creative methods of decorating printed text will become more and more common.

7. Brand storytelling. Companies will increasingly incorporate the story of their brand creation into their design. This applies to graphic imagery on a specific theme, colors, and font that match the character of the image.

8. Social media. Companies will continue to pay more attention to social media design, creating content aimed at engaging with a wide and diverse audience. That is, social media allows companies to demonstrate their corporate values, mission, and culture. In this way, brands increase their visibility and reach new potential customers. This provides a unique opportunity to build relationships with customers, understand their needs and desires, and maintain feedback. "The top priority for large manufacturers was to stand out from the general mass of competitors. It was necessary

to establish direct communication with potential customers, that is, to establish feedback," [2, p. 227], emphasize N. Kolesnyk and M. Kovalchuk. Undoubtedly, social media is a powerful tool that can interact with existing and new clients and enhance the reputation of their brand.

9. Voice User Interface. Today, voice technology continues to evolve. It is clear that brands will integrate the design of the voice user interface into their corporate design, allowing users to interact with their products and services through voice commands.

10. Artificial intelligence will play a significant role in corporate design in the coming years. AI-based tools can help designers create graphics, offer references, automate design processes, and improve user interaction.

In summary, it can be said that the future of corporate design is exciting and full of opportunities. As businesses continue to evolve and adapt to new technologies and changing consumer needs, corporate design will play a crucial role in shaping brand identity and creating an unforgettable experience for customers. We can expect a greater focus on minimalism, simplicity, and sustainability in corporate design, as well as an increased emphasis on incorporating augmented reality and other interactive elements into branding and marketing strategies. Moreover, personalization and customization will become even more important, as companies strive to create a more human-centric approach to design. Overall, as technology continues to advance, we can also expect more innovative and creative use of data visualization and other digital tools to create more attractive and dynamic branding. The future of corporate design is bright, and companies that stay ahead of the curve and embrace new trends will have excellent opportunities for success in the coming years. This will involve collaboration between designers, developers, and other stakeholders to create innovative solutions that meet the needs of customers and contribute to the success of the business.

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