KOLESNYK, Nataliia
https://orcid.org/0000-0001-9384-9369
STARODUBENKO, Veronika
Zhytomyr Ivan Franko State University, Ukraine

THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE IN DEVELOPING AN AUTHENTIC VISUAL IDENTITY FOR THE “ZHYTOMYR” COFFEE SHOP

Introduction. In contemporary graphic design, generative artificial intelligence opens up new opportunities for creating brand visual identities by combining technological innovation with creative exploration and regional cultural characteristics. Developing an authentic brand identity that reflects a city’s historical heritage, architectural features, and cultural distinctiveness is of particular importance. In this context, creating the visual identity of the “Zhytomyr” coffee shop involves exploring original design solutions that can establish a recognizable image for the establishment.

Purpose. To identify the potential of generative artificial intelligence in developing an authentic visual identity for the “Zhytomyr” coffee shop, taking into account local cultural identity and contemporary graphic design trends.

Results. Generative artificial intelligence can be applied at various stages of developing the coffee shop’s brand identity, from generating conceptual ideas to visualizing the logo, selecting a colour palette, developing graphic elements, and creating advertising layouts. An important aspect of designing the visual identity of the “Zhytomyr” coffee shop is reflecting local identity through distinctive images of the city, architectural motifs, cultural symbols, and the natural features of the Polissia region.

Conclusions. Generative artificial intelligence is a promising tool for developing authentic visual identities, expanding opportunities for creative exploration and experimentation in graphic design. Its application in creating the brand identity of the “Zhytomyr” coffee shop makes it possible to explore various ways of visually representing local identity and to develop a coherent brand image.

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