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GENERATIVE ARTIFICIAL INTELLIGENCE AS A TOOL FOR CREATING BRAND VISUAL IDENTITY

Introduction. The ongoing development of digital technologies and generative artificial intelligence is opening up new opportunities for designing brand visual identities. In graphic design, artificial intelligence tools are used to explore creative ideas, develop visual concepts, and experiment with colour palettes, typography, graphic elements, and compositional solutions.

Purpose. To identify the potential of generative artificial intelligence in creating brand visual identities and to substantiate the specific features of its application in contemporary graphic design practice.

Results. Generative artificial intelligence is a promising tool for supporting the creative process in the development of visual identities. Its use enables designers to rapidly generate alternative branding concepts, create visual references, explore colour combinations, identify potential stylistic directions, and visualize design ideas. An important stage involves transforming generated materials into a coherent visual identity system encompassing the logo, colour palette, typography, graphic elements, and guidelines for their application across different media. Particular importance is attached to maintaining the originality of design solutions, checking for potential similarities with existing trademarks, respecting copyright, and using digital tools responsibly.

Conclusions. Generative artificial intelligence expands the toolkit of contemporary graphic design and creates additional opportunities for developing brand visual identities. Its application facilitates the exploration of design concepts, experimentation with visual elements, and optimization of individual stages of brand identity development. At the same time, creating a distinctive and coherent visual identity requires a professional approach, critical evaluation of AI-generated results, and compliance with ethical and legal standards.

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