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IMPROVING GLOBAL COMMUNICATION EFFICIENCY BETWEEN COUNTRIES, BRANDS AND CONSUMERS VIO USE OF ICONS IN IDENTITY

Of all modern forms of communication in business, one of the most important is identity - a system of elements that determines the brand look and contributes to its recognition. The use of icons as part of the identity is a very effective tool for ensuring clear and understandable communication with consumers and partners in different languages. This thesis designates success of using icons in the identity to improve the effectiveness of communication between brands and consumers related to global businesses and projects in different languages.

An icon is a graphic image understood as a sign that conveys information from a specific object in a figurative way without necessity to use a language. In other words, an icon is a simple picture that can convey a message without a need to accompany it with an explanatory text.

The main principles of designing icons:

- simplification – discard minor details that do not affect the distinctiveness of the icon;
- clarity and graphic clarity - make the image easily identifiable and recognizable;
- informativeness – able to accurately convey the object or idea the image represents;
- comprehensibility – designed to be easily perceived and grasped, regardless of the language and cultural differences.

Icons application is one of the ways to use design and identity to improve communication across languages. One of the main advantages of using icons in communication is the ability to convey information without using words. This can be particularly useful in international projects where people from different cultures and languages may have different understanding of words and phrases. Icons can be used to indicate different processes, properties, services and other elements, which allows to clearly and unambiguously communicate. In addition, the use of icons can provide a more efficient use of space and reduce the amount of text, which allows information to be conveyed more quickly and clearly.



In addition, icons can be a useful tool to enhance identity. They can be used to convey certain information or to create visual associations with a certain brand or product, and can also be used as part of a logo. They can also be applied as a part of the visual identification of a brand or product. For example, to indicate various properties, features or properties of a product, to present certain information, such as the language, currency or country in the context of the product or brand. Another possible use of the icon is in web design to improve navigation and simplify the use of a website by marking its different sections or functions.

In conclusion, one should say that the use of icons is a very effective tool in global business, as they improve communication between consumers and brands throughout countries. Pictograms are relevant to be used in international projects because they do not depend on a language and cultural differences of either consumers or project participants. The use of icons helps to convey information quickly and clearly and reduces the risk of misunderstandings. In addition, icons usually take up little space and can be easily recognized even on small screens.

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