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VALUE-DRIVEN DIGITAL BRAND MANAGEMENT: THE VALUES ENGRAVED IN VEHUB4YOU'S LOGO AND DIGITAL STYLE

In our rapidly evolving digital landscape, where technology intertwines with our daily lives, the art of creating and managing a digital brand has emerged as an indispensable task for organizations and projects alike. Beyond the superficialities of design and logos, a brand serves as a vessel for embodying the values and mission that an entity stands for. In this article, we embark on a journey to delve deep into the heart of value-driven brand management as exemplified by VEHUB4YOU [1], an innovative project at the intersection of technology and education. The logo (Figure 1), meticulously crafted by Kyiv Education, Training, and Youth Centre (KETY) [2] for the project, an initiative backed by the European Commission through the Erasmus+ program, represents a pioneering effort in international educational innovation.



Figure 1. VEHUB4YOU Logo: Print Screen from VEHUB4YOU Website

This project's primary objective is nothing short of revolutionary: to establish a network of international virtual business hubs and provide comprehensive entrepreneurship training to high school students, college students, and university students, transcending the boundaries of their educational backgrounds (Figure 2).

1. Integrating Society 5.0 and Education 6.0

At the nucleus of visual identity lies the seamless integration of two paramount concepts: Society 5.0 and Education 6.0. These groundbreaking paradigms advocate for the establishment of a modern, knowledge-driven society and the refinement of education through pioneering innovations and cutting-edge technologies.

2. Green Transition

Within the project's emblem, the very name "VEHUB4YOU" is meticulously crafted with a dual-font style, undergoing a dynamic metamorphosis from pristine white borders to vibrant green. This design not only symbolizes project unwavering commitment to contemporary educational practices founded upon open scientific and educational

research but also encapsulates the concept of a "green transition," signaling a dedicated pursuit of environmentally sustainable pathways to the future.

3. Cosmic Space and Global Interaction

The backdrop of the logo transcends the ordinary blue, instead, it serves as a visual representation of cosmic space. This ethereal choice of background signifies ambitious aspirations towards the continual evolution of 6G communication and the facilitation of global interactions among the youth hailing from diverse corners of our planet. The cosmic space backdrop is a tangible manifestation of active participation in open innovation practices, open education, and the cross-border exchange of knowledge, breaking free from the shackles of national boundaries. This ambitious project aspires to create the "International Network of Virtual Youth Business Hubs," encompassing 70 virtual international business hubs distributed across Ukraine and Azerbaijan, while also extending its reach to include 220 participants hailing from other regions, specifically the Southern Neighbourhood and Sub-Saharan Africa. It's a visionary effort aimed at breaking down geographical and educational barriers, fostering a collaborative atmosphere among diverse cultures, and empowering young minds with the tools and knowledge needed to shape their futures.

4. Framing the Project's Name and Fostering Knowledge Exchange

Embedded within the logo is the thoughtful inclusion of a radiant frame surrounding the project's name, culminating in an unoccupied circle. This iconic element of design symbolizes an enduring influx and exchange of knowledge and information amongst the project's partner countries. Simultaneously, it underscores the project's steadfast commitment to principles of collaborative learning, cooperative research endeavors, and shared teaching experiences. This framework creates an expansive platform for the collective generation of knowledge through the rich tapestry of interactions spanning diverse cultures and the amalgamation of expertise.

5. Digital Transformation and Open Science

In our contemporary world, digital transformation plays an irreplaceable role [3] in the realm of education and innovation. The dynamic movement of text within the logo mirrors the perpetual evolution and enhancement of educational processes through digital innovations. Open science and education are etched into the design, emphasizing the project's resolute dedication to the ideals of accessibility and the unrestricted exchange of knowledge.

6. Open Learning and Open Innovations

At the core of the project lies a profound commitment to open learning and open innovations. The cosmic backdrop symbolizes the global reach and universal nature of the project, underscoring its fervent dedication to open learning and innovations. This cosmic canvas serves as a poignant reminder that knowledge and ideas transcend geographical confines, ready to be cultivated and disseminated across the world.

7. Human-Centered Approach and Personalization

The rays radiating in diverse directions within the logo, exhibiting variations in length and occasionally interrupted paths, embody the ethos of acceptance towards diverse individuals and the pursuit of personalization. This defining element underscores the paramount importance of tailoring educational experiences to cater to the unique needs and preferences of each and every learner.

8. Charting a Visionary Path Forward

In summary, the logo and digital style transcend mere aesthetics, serving as a powerful embodiment of the project's values and aspirations. This project serves as a beacon, illuminating the path towards value-driven management of a digital brand, with a resolute commitment to the advancement of an enlightened society, global education, and innovation in education. Always attuned to the individuality of each person, it also embraces the imperative of adopting environmentally sustainable practices.

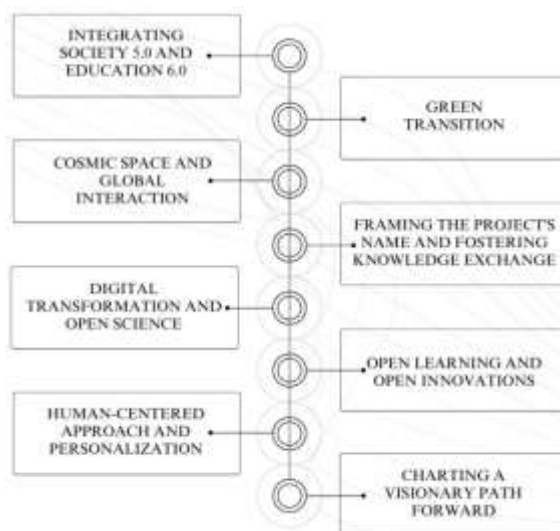


Figure 2. The values engraved in VEHUB4YOU logo and digital style

As we delve further into the nuanced aspects of brand identity, it becomes evident that this project encapsulates a vision for a future where technology and education intersect harmoniously, catering to the diverse needs of individuals while fostering global collaboration and sustainable practices. In the next sections, we will dissect these elements of

the brand identity to unveil the intricate details that make the brand a true exemplar of value-driven digital brand management. In examining brand identity, profound connections emerge with established theories of digital brand management [4], illuminating the project's strategic approach and underscoring its significance in the realm of contemporary brand theory [5-7].

In essence, a brand management strategy intertwines seamlessly with established theories of digital brand management. By aligning its identity with stakeholder engagement, network branding, co-creation, human-centered design, sustainable branding, and semiotic symbolism, VEHUB4YOU emerges as a paradigmatic example of how digital brands can thrive in the contemporary landscape. Its holistic approach not only strengthens its brand equity but also positions it as a trailblazer in the evolving field of digital brand management, setting new standards for innovative and value-driven branding practices.

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ЗАБЕЗПЕЧЕННЯ МАРКЕТИНГОВОГО КОМПЛЕКСУ МАЛОГО ПІДПРИЄМНИЦТВА

Після 24 лютого 2022 року кожне підприємство є надважливим для економіки нашої держави. Адже підприємство є невід'ємною частиною економіки розвинутих держав.

Мале підприємство у своїй діяльності може і має використовувати увесь існуючий маркетинговий комплекс. Хочу зазначити, що малі підприємства мають обмежені ресурси, і тому їм особливо важливо ефективно використовувати свої маркетингові можливості.

З переходом до ринкової економіки перед малим бізнесом постає потреба у використанні маркетингових концепцій для утримання конкурентоспроможних позицій на ринку. Утвердженням ринково конкурентних відносин в економіці України постає питання щодо потреби використання малими підприємствами маркетингових концепцій конкурентоспроможного розвитку [1, 2].

У сучасному світі кожній компанії важливо ефективно управляти своїми маркетинговими процесами. Сьогоднішні клієнти набагато освіченіші та вишуканіше. З часом реальні доходи зросли, тому клієнт має більше можливостей вибору. Це сталося не лише через зростання його купівельної потужності, але й через зростаючий асортимент доступних товарів або послуг. [3]

Модель відомих "4 P" Маккарті була головною підставою для маркетингової освіти протягом понад двадцяти років. Але в 1990 році за словами Лаутерборна прийшов час, коли модель вже не відповідала реальності. Продукт, ціна, місце та просування підходили для світу, якого більше не існувало. Усе було спрямовано на клієнта, орієнтація на клієнта. І була винайдена нова формула - "4 C" від Лаутерборна.

Нова модель пропонувала забути про продукт і більше зосередитися на тому, що клієнт хоче і потребує. Лаутерборн стверджував, що ринок змінився і компанії вже не можуть продавати все, що вони можуть