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## INFLUENCE OF REGIONAL CULTURE ON THE DEVELOPMENT OF VISUAL IDENTITY DESIGN

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*The work analyzes key components of visual identity design using elements of regional culture. The main elements of regional culture are listed and characterized; attention is focused on the need for their in-depth study in order to generate new ideas when designing in the field of visual identity design. It has been established that regional features are an important component of creating a brand image in the context of establishing an emotional connection due to their associative image perception.*

**Key words:** *visual identity design, regional characteristics, cultural connotation, brand image, design*

### INTRODUCTION

Visual identity design is a key component of creating a brand image. The use of regional features and local cultural elements in the visual identity is of great importance for strengthening the sense of regional identity of local brands and increasing the loyalty of potential consumers to them, establish an emotional connection with the consumer and increasing his adaptability to the market due to their associative image perception. In this way, local culture spreads, regional reference points are created, and the brand itself becomes a local cultural symbol and reflection of values.

### PURPOSE

The purpose of this work is to analyze innovations and the application of regional culture in visual identity design.

### RESULTS AND DISCUSSION

The application of regional cultural elements in visual identity design is mainly reflected in the extraction, transformation and reproduction of local characteristic elements to create a unique and recognizable brand image. The use of regional cultural elements not only enriches the design language, but also makes the brand image more cultural and regional. In "An Analysis of the Application of Regional Culture in Visual Identity Design" by Zhang Yizhe [1], he discusses in detail how regional cultural elements are combined with visual identity design. He pointed out that the application of regional cultural elements includes the extraction of local natural landscapes, historical sites, folk customs and other design elements through graphics, color, symbolism and other processing methods, and then integrated into the brand logo, font, color, pattern and other visual elements. Such a



design can not only improve brand identification, but also allow consumers to create an emotional connection and sense of belonging to the brand.

In her work [2], Cui Beibei explores the use of ethnic elements in visual identity design. She believes that national elements are an important part of regional culture, through the modernization of these elements, the reproduction of fashion, it is possible to create both national features and a modern aesthetic image of the brand. For example, in corporate identity design, elements such as ethnic patterns and ethnic colors can be used to create unique visual effects. In brand advertising, elements such as national stories and legends can also be used to enhance the emotional resonance and cultural tone of the brand.

In addition, in visual identity design, the application of regional characteristics can be reflected in such aspects as the choice of color, graphic elements and text design. In particular, regional culture often has certain color preferences and symbolic meanings. For example, in some regions red can symbolize prosperity and auspiciousness, and in others - danger or prohibition [3,4].

Graphic elements of regional culture, such as traditional patterns, symbols or totems, can also be used to create unique visual identity designs. These graphic elements often have deep cultural connotations and historical origins that can resonate visually and increase brand recognition and recall.

Text fonts and typing methods in the regional culture are also important elements of visual identity design. A designer can convey the unique temperament and cultural heritage of a brand by using appropriate fonts and typesetting methods according to the characteristics of the regional culture.

### **CONCLUSIONS**

Therefore, the application of regional features in visual identity design is a complex process that combines culture, art and design. Through an in-depth study of elements of regional culture, such as color, graphics and text, as well as improvement and transformation of local characteristic elements, reproduction of ethnic elements and reasonable integration of them into visual identity design, designers can create a unique brand look, thus increasing its recognition and relevance in the region. In addition, a design with clear regional characteristics gives the brand image a greater emotional resonance and emphasizes a certain cultural affiliation.

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