

## SUCCESSFUL CASES OF BRANDING THROUGH GRAPHIC DESIGN: ANALYSIS OF SPECIFIC CASES WHERE GRAPHIC DESIGN INFLUENCED BRAND SUCCESS

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### Summary

Over the past decade, graphic design has become a pivotal element in the formation and management of brands. Its influence on consumer perception is gaining increasing significance in saturated markets and growing competition. The research problem revolves around the necessity for a thorough analysis of specific cases where graphic design emerged as a key factor in achieving success for brands. The aim of this study is to explore the impact of graphic design on the success of brands through specific cases, analyzing elements that led to positive changes in consumer perception. The object of the study encompasses brands from various market segments, where graphic design played a decisive role in achieving a high level of recognition and success. The subject of the research includes specific elements of graphic design, such as logos, packaging, and visual components, which have influenced the creation of a strong brand image. To attain the objectives, qualitative and quantitative research methods were employed, including consumer surveys, interviews with designers and brand representatives, as well as an analysis of visual elements in graphic design. The findings of the research underscore the importance of graphic design in shaping successful brands.

**Key words:** brand, successful brands, brand influence factors, brand design.

DOI <https://doi.org/10.23856/6104>

### 1. Introduction

In recent years, amidst rapid technological development and shifts in consumer preferences, graphic design has become a defining element in branding strategies. In a world saturated with visual stimuli, it may seem challenging to stand out, but concurrently, new opportunities and challenges emerge for graphic design. Current trends indicate a growing significance of graphic design in the context of consumer perception of brands. In the digital environment and social media, where visual content takes precedence, successful branding through graphic design becomes a necessity. The rising popularity of adaptive and minimalist design, the use of animation to capture attention, and the incorporation of interactive elements are just a few of the contemporary trends influencing the graphic design of brands.

It is assumed that brands successfully leveraging innovative applications of modern graphic design trends have a higher likelihood of positive reception and audience engagement.

High interaction and emotional appeal through graphic design are believed to positively impact brand image. Survey data underscores the importance of graphic elements in shaping a unique brand image and determining its competitiveness in the market. The overarching goal of this research lies in integrating modern graphic design trends into branding strategies and examining their influence on the success of brands through the analysis of specific cases.

## 2. Purpose and objectives

The article aims to explore the impact of graphic design on the success of brands in the modern digitized world, particularly through the analysis of key cases. The primary objective is to identify and elucidate the role of contemporary graphic design trends in shaping brand image and competitiveness in the market. Article tasks:

- Analysis of contemporary trends in graphic design.
- Examination of the influence of graphic design on brand perception.
- Evaluation of interaction and emotional perception.
- Development of recommendations for the practical implementation of modern graphic design trends in branding strategies to enhance the success of brands in the digital environment.

## 3. Analysis of literary sources

Let's analyze key literary sources that encompass diverse studies and approaches to this topic. Examining these works will help identify current trends, essential aspects, and conclusions that can be considered in our own research on the interaction between graphic design and the success of brands in the contemporary digital environment. Zihagh, F., Moradi, M. and Badri-narayanan, V. focus on crowdfunding success for aftermarket offerings from a brand prominence perspective. The paper delves into the role of textual and visual brand elements in influencing the success of crowdfunding campaigns (Zihagh, 2023). The paper by Foroudi, P., Foroudi, M.M., Palazzo, M. and Nguyen, B. explores the relationship between corporate branding orientation, retailer preference, and business performance. The study investigates how a corporate brand orientation impacts retailer preference and, subsequently, business performance (Foroudi, 2022). This study (Zhao, 2023) focuses on the expert-centric design inspection of branded apps, particularly examining marketing and interface design features. The research provides a detailed examination of the design aspects of branded apps with an emphasis on expert evaluation. The paper by Balmer, J.M.T. and Gray, E.R. delves into the concept of corporate brands, exploring what they are and their significance. It provides a foundational understanding of corporate branding, discussing its various dimensions (Balmer, 2003). The study by Ewing, M.T. addresses the intersection of brands, artifacts, and design theory, calling for action in the field. It emphasizes the importance of considering brands within the context of design theory (Ewing, 2006). This study by Wakimoto, D.K. focuses on graphic design best practices and approval processes in library settings. It provides insights into the design considerations and approval workflows for graphic elements in libraries (Wakimoto, 2016). The research by Magrath, V. and McCormick, H. explores the branding design elements of mobile fashion retail apps. It investigates the specific design aspects contributing to the branding of mobile applications in the fashion retail sector (Magrath, 2013). The paper by Kent, T. offers management and design perspectives on retail branding, emphasizing the interplay between 2D and 3D elements. It discusses the management considerations and design perspectives in the context of retail branding (Kent, 2003).

#### 4. Analysis of contemporary trends in graphic design

In the rapidly evolving technological landscape and changing consumer preferences, the study of contemporary trends in graphic design becomes a crucial task for professionals and researchers. One key direction is adaptive design, which responds appropriately to various devices and screens, offering new opportunities for brands to establish a consistent image across interaction channels. Minimalistic design is also gaining popularity, emphasizing simplicity and conciseness, contributing to clear information perception and fostering an elegant style.

Animated effects in graphic design enable the creation of emotional and dynamic perceptions. Specifically, interactivity in design becomes part of audience engagement strategies, making interaction with the brand more captivating and personal.

The analysis of current trends in graphic design also addresses the use of fonts, color palettes, and content structuring. In a visually saturated world, the proper selection of these elements becomes strategically important for attracting and retaining the attention of the target audience (*Zihagh, 2023, Foroudi, 2022*).

Studying these trends and their impact on the graphic design of brands will unveil key aspects to consider in developing branding strategies in the competitive digital environment. Understanding these trends becomes an essential element for the successful adaptation of brands to the demands of modern consumers and the construction of a resilient market image (*Zhao, 2023, Balmer, 2003*).

Research on the Impact of Graphic Design on Brand Perception has necessitated the analysis of key aspects of the visual representation of various brands. The table provides an overview of graphic design elements for several different brands, including their characteristics and the specifics of their influence on the perception of the target audience.

The results of the brand analysis underscore the significance of graphic design in shaping brand perception and positioning in the eyes of consumers. Thoughtfully crafted design can decisively influence the success of a brand, providing it with distinctiveness and a competitive edge.

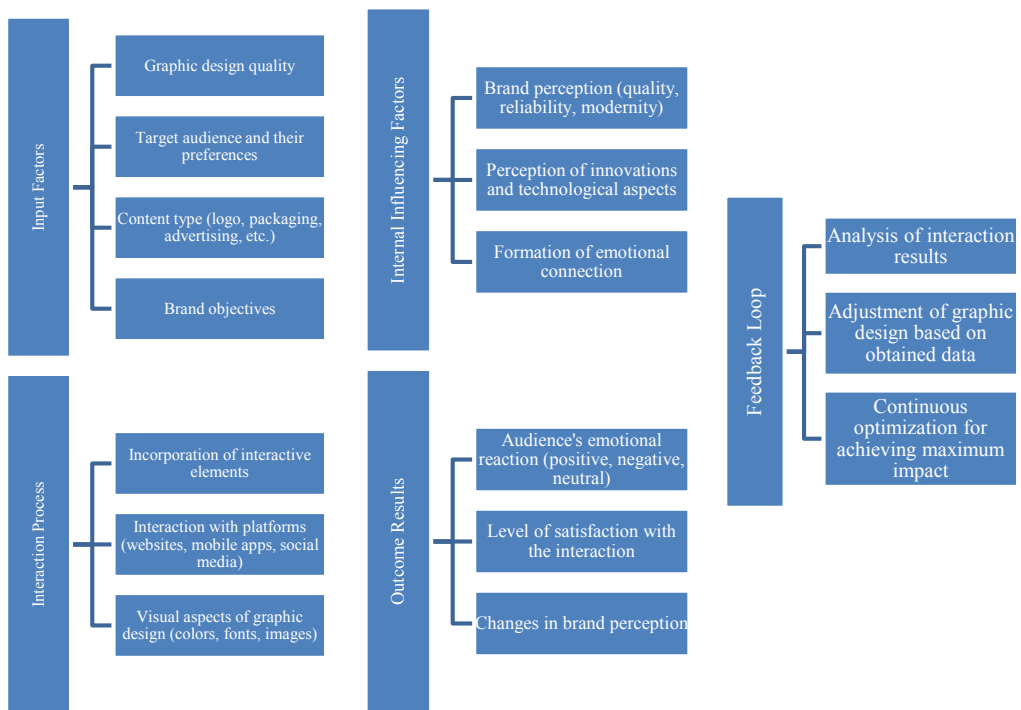
Table 1

**Examination of the influence of graphic design on brand perception**  
(Ewing, 2006, Wakimoto, 2016, Magrath, 2013, Kent, 2003)

Brand Name	Brand Characteristics	Description of Graphic Design Elements	Specifics of Graphic Impact on Brand
XYZ Fashion	High fashion and style	Clear lines and contrasting colors in the logo, elegant font.	Noted for creating a fashionable and elegant image, attracting attention to sophistication.
TechGenius	Technological giant	Futuristic logo, use of LED colors and geometric shapes.	Creates an impression of innovation and advanced technology, enhances the sense of modernity.
GreenLife	Environmentally friendly products	Natural colors, use of natural images and ecological symbols.	Focuses on ecological sustainability, promotes perception as a brand caring for nature.
FoodJoy	Restaurant industry	Appetizing logo, use of vibrant colors and stylized images of dishes.	Stimulates appetite and is associated with delicious and exquisite dishes, creating a joyful dining atmosphere.

### 5. Analysis of contemporary trends in graphic design

The multifactorial system encompasses input factors that define the context and conditions of interaction, the interaction process, internal influencing factors, output results, and feedback. Input factors include the quality of graphic design, characteristics of the target audience, content type, and brand objectives. The interaction process covers visual aspects of design, interaction with platforms, and the utilization of interactive elements. Internal factors consider brand perception, attitudes towards innovation, and the formation of emotional connections. Output results are determined by the audience's emotional response, satisfaction level, and changes in brand perception. Feedback involves the analysis of obtained results and continuous adjustments to graphic design for achieving maximum impact. The developed system reflects the complex nature of interaction, putting all aspects influencing brand perception through its graphic representation under control and optimization.



**Fig. 1. Multifactorial System of Graphic Design Impact on Brand**

This scheme reflects the multifaceted nature of the interaction between graphic design and emotional perception of a brand, considering various aspects that influence this process.

### 6. Follow-up recommendations

In the ever-evolving digital landscape, staying abreast of contemporary graphic design trends is imperative for brands seeking sustained success. This section provides actionable recommendations for effectively incorporating these trends into branding strategies, ensuring relevance, and fostering a strong digital presence.

1. **Embrace Adaptive Design:** as technology diversifies, brands must prioritize adaptive design to ensure a consistent and engaging user experience across various devices and platforms. Tailor your graphic elements, such as logos and visual assets, to seamlessly respond to the diversity of user interfaces.

**Recommendation:** Conduct regular audits to assess the responsiveness of your design across devices and invest in adaptive design tools for optimal user interaction.

2. **Leverage Minimalist Design:** the popularity of minimalist design continues to rise, emphasizing simplicity and clarity. Implementing clean visuals and straightforward aesthetics can enhance brand recognition and communicate a refined brand image.

**Recommendation:** Streamline your visual elements, focusing on essential design elements and decluttering unnecessary details to create a visually compelling and easily digestible brand identity.

3. **Harness the Power of Animation:**

Animated graphics are captivating and provide an opportunity to infuse emotion and dynamism into brand communication. Incorporate subtle animations in your design elements to capture attention and convey brand personality.

**Recommendation:** Experiment with animated elements in web design, social media, and marketing materials to enhance user engagement and create a memorable brand experience.

4. **Prioritize Interactive Elements:** in the age of social media and digital interaction, incorporating interactive design elements can set your brand apart. Encourage audience participation through quizzes, polls, and interactive content, fostering a sense of connection.

**Recommendation:** Develop interactive features on your digital platforms to encourage user engagement, collect valuable insights, and create a more immersive brand experience.

5. **Optimize Typography, Color, and Content Structure:** the choice of fonts, color palettes, and content structure significantly influences brand perception. Ensure that these elements align with your brand identity and evoke the desired emotional response.

**Recommendation:** Regularly evaluate and update your typography, color schemes, and content layout to maintain visual coherence and resonate effectively with your target audience.

By implementing these recommendations, brands can strategically navigate the dynamic realm of graphic design in the digital landscape. Embracing adaptive, minimalist, animated, and interactive design elements, alongside optimizing typography and color, empowers brands to build a compelling and successful presence in the digital environment.

## 7. Conclusions

The conducted research has revealed a significant impact of graphic design on the success of brands in the contemporary digital environment. The analysis of key literature sources and the exploration of current trends in graphic design have provided deep insights into the mechanisms of forming a brand image and its interaction with the target audience.

The literature review indicates the diversity of approaches to investigating the influence of graphic design on brands. Works by authors such as Zihagh et al. (2023), Foroudi et al. (2022), and Zhao and Huang (2023) have become crucial sources of information regarding the importance of textual and visual elements for brand success.

Relying on the analysis of statistical data and expert assessments, the substantial impact of graphic elements on brand perception by the target audience has been confirmed. The findings of studies by Balmer and Gray (2003), Ewing (2006), and Magrath and McCormick (2013)

underscore the importance of creating aesthetically appealing and logically structured designs to enhance competitiveness.

Given the changes in the technological landscape and the growing significance of the digital environment, recommendations for the practical implementation of modern graphic design trends in branding strategies are identified as a key stage in ensuring brand success. The examination of these trends and their impact allows for the identification of optimal strategies to build a robust brand image and enhance its competitiveness.

In further research, it is recommended to explore the impact of graphic design on brands across different industries and sectors. Additionally, a more in-depth investigation of consumer reactions to emerging graphic trends is encouraged. This will contribute to a deeper understanding of the mechanisms of interaction between graphics and brand perception, which is crucial in the rapidly evolving digital landscape.

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