

## FEATURES OF THE DEVELOPMENT OF LOGOS OF MEDICAL AND COSMETOLOGICAL BRANDS

Halyna Oliinyk<sup>1</sup>  
Tetiana Lutsker<sup>2</sup>

DOI: <https://doi.org/10.30525/978-9934-26-274-6-7>

The paper examines the types of logo design and its impact on the formation of a cosmetic company and brand perception. Existing trends in the design of different market segments of cosmetics brands are analyzed. It was found that visual aids and color have a great influence on the formation of consumer association with organic cosmetics from each market segment. The analysis of the identity of the cosmetic brand “VESNA” was carried out, the target audience of the brand and the needs of the consumer were determined. Based on the analysis of foreign and Ukrainian cosmetics markets, the concept of creating a logo has been developed. The design of the logo solution was substantiated and developed, the appropriate color scheme, shape and font for the VESNA cosmetic brand were selected.

**Keywords:** design, identity, corporate identity, cosmetics, packaging, brand.

### Introduction.

The logo is the first and one of the main carriers of information about the company, with the help of which it can attract the attention of consumers, create a first impression about the company and be remembered by customers. That is why the development of any corporate style begins, first of all, with the creation of a logo for the company. A successful graphic image of a company is a symbol that reminds consumers of the company’s products or services. A successful decision can make the company a leader among competitors.

---

<sup>1</sup> PhD, Associate Professor of the Department of Ergonomics and Design, Kyiv National University of Technologies and Design, Kyiv, Ukraine  
ORCID ID 0000-0002-7471-7325

<sup>2</sup> PhD, Associate Professor, Associate Professor of the Department of Ergonomics and Design Kyiv National University of Technologies and Design, Kyiv, Ukraine  
ORCID ID 0000-0003-3230-5303

The right logo is a symbol that immediately conveys the idea of the brand, the main mission/philosophy of the company, its attitude towards the consumer and the surrounding environment. The main task of the designer is to develop a logo that would be different from others and quickly remembered, which would enable competition with the market leaders of the selected segment [1]. The recognizability of the logo, its identification, and memorability among similar market-leading companies depend on its graphic, color and font solutions.

### **Setting objectives.**

The purpose of the work is to analyze existing trends in the design of various segments of the cosmetics brand market and consider the sequence of developing the identity of a cosmetic brand, taking into account the brand's target audience and consumer needs.

### **Research results and their discussion.**

The logo is an invariable attribute of the company, therefore, it bears a significant responsibility – to convey certain information to the consumer in a clear and effective manner by visual means, and to present the company behind this logo in decent light. The methods by which these goals can be achieved in the process of marketing development have been constantly improved. The emergence of interesting and successful ideas does not depend on the “evolutionary” level of the advertising industry. Currently, when developing logos, more and more thoughtful, meaningful and non-standard approaches are used, with the help of which it is possible to take into account the characteristics of various consumers, their psychology of perception, requirements for products, etc.

The logo, as one of the main elements of the corporate identity of the brand, should attract attention, arouse the interest of the potential buyer and the desire to purchase the product. A symbol that reflects the idea of the brand, the main philosophy of the company, its attitude towards the consumer and the environment is considered a successful decision. The recognizability of the logo, its identification, and memorability among similar market-leading companies depend on its graphic, color and font solutions.

According to the semiotic direction, logos are divided into font (consisting of letters, words, numbers or their combinations), graphic

(a stylized and universally adapted image to the company's field of activity) and combined (a combination of font style with graphic elements) [2].

A number of basic requirements are put forward to the logo as a means of individualization and identification:

- taking into account the industry characteristics of the brand, the type of product, the peculiarities of its positioning on the market;
- individuality – the use of original elements, stylistics to distinguish the brand among the existing ones;
- simplicity – quick identification of the product for a potential buyer;
- attractiveness – causes positive emotions and associations;
- recognizability – the image is quickly remembered and identified not only by the target audience, but also by other consumers;
- security capacity – registration in accordance with the requirements;
- advertising ability – focusing on the product and the brand as a whole.

When developing a logo, an important aspect is its location: the company letterhead, product packaging, printed advertising products, videos, external banners, etc. [3].

In general, we can say that the logo represents the brand. With a high-quality brand, the company will be unique and easily recognizable to potential consumers. A self-respecting company will never do without a logo, a solid basis and foundation of corporate style.

Because color affects the consumer's emotional and psychological perception, Marketo (an online marketing automation platform) [4] conducted a study on the number of colors used in logo design. More than one hundred of the most profitable companies in the world were analyzed and it was established that:

- 95% use only one or two colors;
- 41% use only text;
- 9% do not indicate the company name in the logo;
- 5% use more than two colors.

Color is considered one of the strongest means of influence on the consumer, which designers use when developing logos. Because it can attract or repel attention, instill a feeling of peace and comfort, or excite and irritate. One of the main tasks of a designer is the careful selection of colors and their shades, which will evoke exactly the emotions that the company needs. After all, each color is able to evoke a certain emotion or association,

therefore, when combining two or more colors, you need to pay attention to where they are found in nature and in everyday life [5].

Red is associated with love, blood, strength, energy. This color is able to influence the human psyche more than others, depending on the shade and saturation. A very rich red color that can cause nervousness, anxiety and irritation. Therefore, it should be used quite carefully and in limited quantities in the design.

Blue is associated with peace and security, power and confidence. It is quite often used by designers when developing logos, because it is universal and evokes a sense of purity and trust in the consumer.

Green is a symbol of nature and freshness, symbolizes life and peace, for some it is also associated with money and well-being. This color is able to relax and gives an opportunity to rest the eyes.

Orange color is associated with creativity, fun and can call to action. It is a symbol of energy and movement, which is why it is most often used on the logos of children's and sports goods.

Yellow is associated with warmth, happiness, light and positivity. This color is liked by children and is used in the design of packaging of toys and sweets.

Pink is naturally associated with femininity, tenderness, softness and innocence, so it is most often used for logos of products for women and girls. Also, pink can be associated with a romantic and intimate atmosphere.

Violet is associated with intelligence, sophistication, sadness, mystery. It has warm and cold shades at the same time, since purple is the result of mixing blue and red. It is used mainly in logos associated with luxury products, luxury cosmetics, restaurants, etc.

White color is associated with purity and novelty, it is most often used as a background, because against its background everything looks more contrasting.

Black is a classic color associated with restraint, elegance and mystery. It is often used in logos because it blends well with other colors and conveys premiumness and reliability.

Gray is a shade of black, but is associated with completely different things, such as stability and wisdom.

When we create a logo, we must understand that the psychology of color plays a huge role. Color can both evoke the right emotions and associations,

thereby attracting people to itself, and give the exact opposite effect. Color is the first thing we pay attention to, and only then we begin to look more closely at what we see.

It has been established that the use of geometric shapes and forms is also of great importance in the development of a logo [6], as it causes associations with something already familiar to us. The main ones are:

- circle – community, unity;
- ring – strength, determination;
- curve – flexibility, adaptability, adaptability;
- square – stability, constancy;
- triangle – strength, knowledge;
- vertical lines – endurance, strength;
- horizontal lines – calmness.

So, it has been established that color and shape are one of the main components of the logo, which play an important role in influencing the consumer's subconscious, setting him up for information perception and evoking positive emotions and associations.

The Ukrainian market of cosmetic products is one of the most promising, but the share of domestic manufacturers is not significant. In Ukraine, imported products are in much greater demand among consumers, occupying the first positions (92% of the total volume of cosmetic products). 85% of the huge variety of cosmetic products produced in the modern world are cosmetics intended for women. It is this great interest of women that brings this industry 382 million dollars annually [7].

It has been established that most cosmetic companies sell their products thanks to an emotional component. A person who buys cosmetics for himself is more often guided by his feelings and emotions, paying attention to the design of the packaging, and only then to the composition of the products. The identity in general and the logo in particular help to evoke positive emotions.

An important stage in the development of a logo for cosmetic products is the definition of the class to which it belongs. This significantly simplifies the designer's task by identifying competitors and determining the inherent accents and color scheme of a given product segment [8]. There are several main classes: mass market, middle market and luxury class.

Mass-market cosmetics (mass segment) are the most affordable, as hundreds of different brands offer their products. Cosmetics of this class

contain many artificial flavors, synthetic components, and sometimes toxic ingredients. Such products are unable to solve global skin problems, and can even complicate the situation by clogging pores and causing irritation.

Marketers believe that more than half of the cost of a mass-market cosmetic product is advertising, and only 10% is the ingredients that fill a particular bottle or flask.

Cosmetics of the middle-market class (middle segment) contain from 30% of natural biologically active ingredients in their composition. These products contain more natural preservatives obtained by chemical processing of plant raw materials. However, in the process of production, natural ingredients are subjected to the cheapest technological procedures, which causes a great loss of useful properties.

Luxury cosmetics (selective cosmetics) products are not cheap, but up to 70-80% of natural ingredients are used in their manufacture. In production, selective raw materials of the highest quality are used. When growing plants which extracts will be added to cosmetics, aggressive chemical fertilizers and pesticides are not used, and raw materials are processed using advanced technologies, which allows preserving the beneficial properties of the components included in the product. Of course, the use of such modern equipment and technologies is quite expensive, which significantly affects the final cost of the product. Also, brands of the luxury segment spend a lot of money on scientific research, introducing new formulas and innovative technologies. It is clear that some part of the cost of luxury products is a payment for a well-known brand, but in general, it is a payment for the quality of the product and confidence in the result.

Professional cosmetics – the main feature of this category is that it is intended for use by professionals. That is: decorative cosmetics – for use by make-up artists; hair cosmetics – for use by stylists; care – for use by cosmetologists. Of course, this category is available for use at home, but it requires selection and recommendations from a specialist who understands these cosmetics, because incorrectly selected products can cause harm. And in general, professional cosmetics are one of the highest quality and most effective products.

Medicinal cosmetics (cosmeceuticals) is used for therapeutic and preventive purposes and sold in pharmacies. It acts at the cellular level and does not contain toxic components.

Cosmetics from each classification contain a category of organic or natural, but they are most popular in the middle market and in medical cosmetics. The design of natural mass-market products is most often emphasized by primitive visual means (a real photo of plants in combination with green colors, as described in the previous question). And accordingly, such products do not evoke the association of being completely natural, and more often than not, the inscription “100% organic product” is just a marketing ploy, which is not at all confirmed by the composition of the cosmetics. Examples of packaging of mass-market cosmetics brands are shown in Figure 1 [9–11].



**Figure 1 – An example of the design of mass-market cosmetics packaging with an emphasis on naturalness and being organic**

Manufacturers of luxury or professional cosmetics often emphasize the category in their design, despite the fact that the composition of these cosmetics usually has a very high percentage of natural components. Their packaging has the maximum visual similarity in all products, which emphasizes the high status and image of the brand (Figure 2) [12].



**Figure 2 – Design of packages of luxury cosmetics**

The design of the packaging of professional cosmetics is based on the same principle as that of luxury cosmetics – to emphasize the image and professionalism, however, the design of the packaging of this category is as simple as possible, and the shape is convenient, because the craftsmen choose such cosmetics exclusively on the basis of technical characteristics (Figure 3) [13–15].



**Figure 3 – Design of packages of professional cosmetics**

Cosmeceuticals or medicinal cosmetics use the following visual aids in packaging design: color solutions and fonts. Sometimes graphic elements are used in the design of such packages, but mostly they are absent. Medicinal cosmetics packages usually emphasize indications and main properties, because their naturalness is obvious and does not require additional selection in this category of cosmetics (Figure 4) [16; 17].

Thus, the market of cosmetics (not only organic) is quite segmented. The above segmentation does not depend on the category of cosmetics, it covers the general market, which includes absolutely all types of cosmetics. The classification includes the following categories: MassMarket,



**Figure 4 – Design of medical cosmetics packages**



Middlemarket, Lux (luxury cosmetics), professional cosmetics, medical cosmetics (cosmeceuticals). In accordance with this segmentation, the packaging design is also distinguished, reflecting the category of its cosmetics brand.

A successful logo of a cosmetic company reflects the brand's values, carries a purpose and gives a sense of beauty and attractiveness, creates the desired image in the minds of buyers, builds trusting relationships with the audience and increases interest in the product as a whole. It is the logo of a cosmetic brand that helps to profitably present its products, make them easily recognizable and distinguishable among competitors [18].

The competition in the modern market of beauty products is high, so the cost of developing a brand design is also increasing, because a quality logo directly affects sales and attracts an audience. Cosmetic brands, with the help of a logo, reveal the uniqueness of their products and help to immediately understand to which category the product belongs. If, for example, we are talking about natural products, you should use such images that are associated with nature and indicate environmental friendliness, and if you need to release a line of products with a tie to the region (French or Chinese cosmetics, a series of products that include alpine melted water, etc.), it is worth choosing a shape and color that are associated with a specific area or country [19].

In the modern world, logos are becoming more diverse, in their development, various images and forms are used, as well as more advanced traditional elements and completely abstract forms and symbols. The choice depends on the specifics of the company, the price segment, the features of the products and the target audience. Most often, logos contain: flowers, decorative patterns, female silhouettes, royal symbols and stylized figures.

The most effective logos of cosmetic brands attract attention and stimulate the desire to purchase their product. Cosmetic companies are now increasingly avoiding traditional images and moving to creating stylish, concise and non-standard logos that will be able to profitably stand out against the background of other companies. Analysis of the design of well-known global brands indicates that almost everyone prefers minimalism. Logos in this style are clear and simple to everyone, most often created from a font logo in black and white tones. Such a logo gives a feeling of confidence, always looks modern, fits well into the most non-standard packaging design, and is easy to remember [20].

So, the cosmetics market is quite segmented, which includes (mass-market, middle-market, luxury cosmetics), professional cosmetics, medical cosmetics (cosmeceuticals). In accordance with this segmentation, the packaging design is also distinguished, reflecting the category of its cosmetics brand. There are certain rules when creating the identity of cosmetic brands, but in the modern world, the use of non-standard solutions in the design of logos and packaging is increasingly observed. Developers understand that the consumer is already tired of standard images, so they strive to do something new and unique to increase the recognition of new brands.

Nowadays, in general, being organic and natural is in trend. Many well-known brands release new lines and series of products labeled “natural” or “organic”. These are usually mass-market and middle-market cosmetics brands that adapt their product to consumer demands and always try to be relevant.

The design of such cosmetic products reflects naturalness by rather primitive means: the use of white and various shades of green; real and photographic images of plants; simplification of the already existing design and form of packaging.

Also, at the launch of such lines, large-scale advertising campaigns take place. For commercials, signs and layouts, primitive means are used in the same way: images of nature, white color, animals, etc. [21].

Today, the vast majority of well-known cosmetics brands release new lines and series of products labeled “natural” or “organic.” After all, the advantage of such cosmetics is that they are safe, hypoallergenic, not tested on animals and do not harm the environment. This was the result of a change in people’s consciousness about the negative consequences of cosmetics for health and the planet due to the synthetic components in its composition.

Over the past few years, the number of young companies that position themselves as “natural” and “organic” at the stage of introduction to the market has increased significantly. It is they who set the main trends in the design of identity, packaging and advertising, different from the mass market. The design philosophy of organic cosmetics is different for each brand. However, they are united by a number of characteristics, namely minimalism, color solution in pastel tones, conciseness, natural-looking packaging forms, simplicity and stylization of all graphic elements, symbols, images (Figure 5) [22; 23].



**Figure 5 – Design of natural cosmetics:  
a – mass market; b – author brand**

Minimalism in the design of organic cosmetics reflects the desire for freedom, characteristic of the population categories with medium and high wealth. An oversaturation of graphic elements of various sizes is usually associated with cheaper mass market products that are not characterized by the naturalness and organicity of the cosmetic ingredients.

Brands also take a very responsible approach to the choice of color solution, without focusing on templates. For the last ten years, colors associated with nature have been selected for the identity of organic cosmetics: green, blue and white.

Today, this process is longer, and the consumer is more demanding. The associative series is formed from the philosophy of the brand, the composition of the product, the positioning of specific products on the market:

- complex, multi-component pastel color reflects real shades of nature;
  - display of conciseness and minimalism – a combination of 3-4 pastel colors is much easier for a holistic perception of the design;
  - a complex color is an image and feature by which the brand will be recognized and distinguished from others;
  - it is easier to make accents on pastel colors – black, white and colored;
- pastel shades are associated with natural materials (for example, wood, clay), an identity using such colors will cause the consumer to associate not only with nature, but with specific organic and natural components that are part of cosmetics.

Therefore, with the help of such a design, in particular, a color solution, it is possible to emphasize a unique trade offer (Figure 6) [24].

Images of plants, natural elements, etc. on the packaging in their real form have long since exhausted themselves. Organic cosmetics brands increasingly refuse to depict plants or simplify and stylize their images as much as possible. This was influenced by two factors – the trend towards minimalism and the association of a real image with mass market products (Figure 7) [25].

Organic cosmetics brands should not limit themselves to the composition of the product itself. To reflect eco-trends, it is necessary to use packaging made from recycled raw materials or materials subject to recycling (paper, fabric, glass, metal, recycled plastic). The form of such packaging is as simple as possible with minimal use of raw materials (Figure 8) [26].

Naturalness is the main trend of modern beauty, which is reflected in the design of advertising and the visual grid of the brand of organic cosmetics. All images feature real models with imperfect figure and skin, nature without significant color correction and embellishments. The design of such advertising not only helps to reflect the naturalness of the brand, but is also a strategic marketing move. Idealized images cause complexes in people, repelling potential customers, while the reflection of reality contributes to the achievement of audience and consumer loyalty, encourages trust [27].

The creation of a logo for the chosen company is based on the information received about the world market leaders and the analysis of the cosmetic market of Ukraine, the determination of the brand's target audience and their needs.

The purpose of the research is the analysis of modern design solutions in creating an identity for the further development of the logo of the young Ukrainian cosmetic brand “VESNA”.

The company positions itself as a middle-class vitamin face care cosmetics aimed at caring for the skin and saturating it with vitamins. The brand's target



**Figure 6 – Color solution of natural cosmetics brands**



**Figure 7 – Design of packaging of natural cosmetics**



**Figure 8 – Natural forms and materials of packages**

audience is women of the younger age group living in the city, with an average level of wealth, who follow new trends, pay attention to the composition of cosmetic products, prefer vitamin and natural products, are not afraid to experiment and use new products. Such women seek to receive quality skin care and are not ready to spend a lot of money on luxury cosmetics.

In order to further develop the logo of the “VESNA” brand, the identity of cosmetic products of the middle-up segment on the Ukrainian market was analyzed. It has been established that modern companies prefer minimalist design, focusing on the European cosmetics market, avoid traditional images, create stylish, concise, non-standard logos and use mainly font solutions.

Creams and lotions include the most effective vitamins that help eliminate the most common skin problems and prevent their appearance in the future. Also, the brand’s assortment includes fairly neutral cosmetic products with a lower concentration of vitamins (or none at all), with the addition of raspberry, peach, pomegranate, and other extracts.

The “VESNA” brand is aimed at restoring the skin. Cosmetics should saturate the skin with the vitamins it needs so much, because fatigue, gray skin color, pigmentation are the most common problems of our skin.

Restorative cosmetic products include the well-known vitamins: A, C, E. Vitamins participate in all metabolic processes, have a beneficial effect on the skin, stimulate the activity of its cells, eliminate laxity and dull skin color. Vitamins were first used in serums, masks, creams in the 1960s of the last century, and already in the 1990s, many cosmetic companies included them in their products.

Vitamin A supports women's beauty. Retinol is the best-known antioxidant that protects epidermal cells and skin proteins (collagen and elastin) from destruction by free radicals. Vitamin A in cosmetic products restores moisture and elasticity to the skin, smooths out unevenness, removes skin tightness, and has an anti-inflammatory effect. Regular use of products with vitamin A helps to slow down the aging process, support vitality, and keep the skin in tone. As a result of the use of retinol and carotene, moisture is stored in the epidermis, peeling stops, skin cells are rejuvenated, the face looks fresh and radiant, the complexion is beautiful.

Vitamin C prevents photoaging, which is caused by ultraviolet rays of the A spectrum. They act on the skin of open areas of the body: face, neck, hands, which most often reveal a woman's age. Vitamin C prevents the appearance of small wrinkles and pigment spots on the skin, stimulates the formation of new cells and collagen fibers. A powerful antioxidant, binds free radicals that destroy the skin from the inside, stimulates the production of collagen, which helps to increase the elasticity of the skin, slows down aging. Under the influence of vitamin C, pigment spots become lighter, and the skin is tightened, its color is evened out.

Vitamin E is a well-known antioxidant that prevents the formation of toxic oxidation products and thereby protects cell membranes and substances found in cells and necessary for their vital activity, such as vitamin A, enzymes, hormones, fatty acids. Due to the unique effect of vitamin E (it strengthens the barrier layer of the epidermis, and thanks to the interception of free radicals, it stops the chain reactions of cell destruction) – it was called the vitamin of youth and longevity. In cosmetology, vitamin E is called tocopherol. Tocopherol improves complexion, as it increases the lifespan of red blood cells – erythrocytes. Having an anti-inflammatory effect, vitamin E softens the manifestations of allergies and acne. It also prevents the appearance of pigment spots and freckles, and if they are already there, it brightens them.

Therefore, knowledge of the main components of cosmetics of the “VESNA” brand will help to understand what exactly should be shown in the logo. You can start creating a logo when you have an understanding of the company and can answer the question: what does the brand offer? how is it different from others? what is the main feature of the product? what is the company’s philosophy? Having answered all these questions, the designer will be able to choose associations, make accents, attract attention and distinguish the company from others. The second stage of creating a logo is determining the target audience of the “VESNA” brand. Based on the analysis of the consumer behavior of Ukrainian women (Picodi research), the following conclusions were drawn:

- Ukrainian women buy decorative cosmetics more often, but rarely use them;
- Ukrainian women pay attention to the composition of the product and prefer natural products and ecological brands, but at the same time they are not ready to overpay for environmental friendliness;
- Ukrainian women buy cosmetic products, depending on the price. Ukrainian women are not ready to overpay for luxury products and prefer the mass-market and middle-up class.

With the help of collected information about the brand and general information about the Ukrainian consumer of cosmetics, we were able to make a general portrait of the target audience:

The company positions itself as a middle-class vitamin face care cosmetics aimed at caring for the skin and saturating it with vitamins. The brand’s target audience is women of the younger age group living in the city, with an average level of wealth, who follow new trends, pay attention to the composition of cosmetic products, prefer vitamin and natural products, are not afraid to experiment and use new products. Such women seek to receive quality skin care and are not ready to spend a lot of money on luxury cosmetics.

After we have identified the general target audience, we proceed to the third stage, namely, the portrait of the ideal consumer [28] of the VESNA brand products:

Demographic characteristics: a girl aged 20-28 years, average income, resident of big cities. Not married. Works as an office employee in a medium-sized company.

The key value is development. This applies to both career development and psychological and external development. In her spare time, she does

hobbies, fitness, meets with friends and engages in self-development. Values comfort.

Psychographic characteristics: leads an active lifestyle, is not afraid to try new things. According to the nature of shopping, she is more of a spontaneous type. If the product costs more than the average, then the nature of the purchase changes towards the rational type. She likes to try new things, so she buys cosmetic products quite often. Pays a lot of attention to the ingredients of products for hair, face and body care, but almost never pays attention to the ingredients of decorative cosmetics.

The level of the product category: rarely makes the purchase of cosmetics planned. Repeatedly buys only the products that she really liked, but still tests many other products at the same time. To make a choice, she often relies on the experience of close friends, monitors reviews on the Internet, listens to the opinions of consultants in specialized stores. She is loyal to new brands, firmly convinced that before drawing conclusions about this or that product, it should be tested. She is sure that a high price is not always an indicator of quality, so she is completely neutral towards luxury brands. She most often buys cosmetics in online stores, she rarely makes purchases in specialized stores and they often happen spontaneously. If she is set on a purchase, she makes it, even if she does not find the desired product, she looks for an alternative.

The fourth stage is the analysis of competitors of the “VESNA” brand. Since our brand is new and unknown to anyone, there is a need to understand who is competing in the domestic market among the selected demographic group. The purpose of the research is the analysis of modern design solutions in creating an identity for the further development of the logo of the young Ukrainian cosmetic brand “VESNA”.

The main competitors of the brand are:

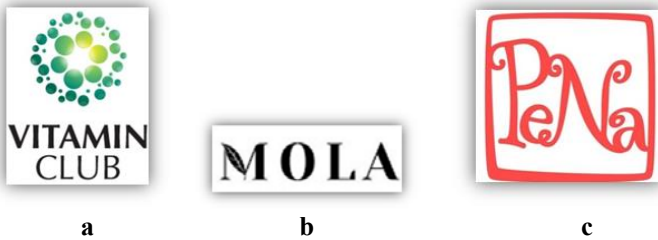
– Vitamin Club is a Ukrainian brand that was created in 2017 and is currently the only Ukrainian manufacturer of cosmetic products based on fullerene water (Figure 9, a). Cosmetics also include: vitamins, amino acids, plant extracts and oils. The brand manufactures products for the face, body and hair and has a fairly wide range of products [29];

– Mola is a young Ukrainian brand of natural cosmetics (Figure 9, b). The brand appeared in 2020, but has already managed to enter the world market and is currently represented in 7 countries. At the moment, the assortment



is not large, but the brand is actively engaged in further development. The company produces several body products, serums, toners, and face creams, and also has several hair products in stock [30];

– PeNa is a young, promising Ukrainian brand (Figure 9, c). The basis of the products is organic substances; cosmetics are intended for daily care of the skin of the face, body, and hair. The assortment consists of a huge selection of cosmetic products, including tonics, creams, masks and lip balms, soaps and gels, scrubs, bath oils, conditioners, shampoos, etc. [31].



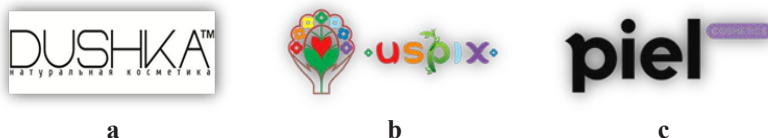
**Figure 9 – Logos of the main competitors of the “VESNA” brand:  
a – Vitamin Club, b – Mola, c – PeNa**

Indirect competitors are:

– Dushka is a brand of handmade natural cosmetics (Figure 10, a). Dushka products are prepared, poured, decorated and packaged by hand. The range of the brand already has more than 400 products, among them: “dessert” shower gels, chewing gum scrubs, cotton candy for the body, cupcakes. The composition includes natural ingredients: vegetable and essential oils, extracts of medicinal plants and vitamins. Now the brand’s products are widely represented in Ukraine, are also sold in Germany, and are planned to be produced throughout Europe [32].

– Uspix is a brand focused exclusively on organic production (Figure 10, b). All products are made by hand. Each product is based on natural ingredients (egg yolks, angular spermaceti, cocoa butter, hyaluronic acid, etc.) manufactured in Ukraine. Only one component is imported – lanolin. It is delivered from Belgium. The product line includes nourishing, rejuvenating and restorative creams, masks and cleansers [33].

– Piel Cosmetics is a young Ukrainian cosmetic company that uses low-molecular hyaluronic acid and nano-silver ions in its products (Figure 10, c). At the moment, the brand’s range includes 9 lines and more than 50 products: serums, moisturizing creams and sprays, washing gels, masks and elixirs for the skin around the eyes [34].



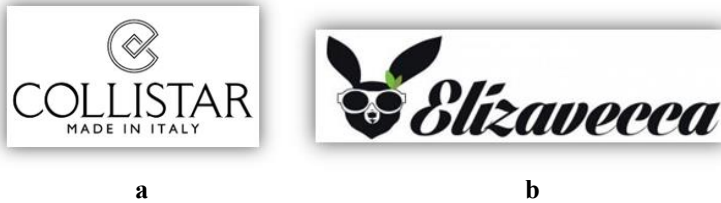
**Figure 10 – Logos of indirect competitors of the “VESNA” brand:  
a – Dushka, b – Uspix, c – Piel Cosmetics**

Market leaders:

– Elizavecca is a Korean brand whose history began in 1986 (Figure 11, a). The first stage was the opening of MIZ Trade Inc., which later split into several companies. A new name was invented for the company that produced innovative cosmetics based on pig skins. This is how the Elizavecca brand was born, popular among girls and women all over the world. The brand’s business card was the Milky Piggy line. These are care creams, masks, lotions and other products that are particularly effective [35].

– Collistar is an Italian company that was formed in the 1960s as a cosmetic division of the largest pharmaceutical company in Italy, Zambelletti S. p. A. (Figure 11, b). In 2003, Collistar became the number 1 brand in the cosmetics market in Italy (decorative and care products) and the first company in many developments. The brand produces: decorative cosmetics, skin care products, anti-aging lines of care products for dry, normal and very dry skin, solves the problem of dehydration. There are also separate lines of products for fragile, hypersensitive and couperose skin. Today, Collistar is a well-known company that is dynamically developing and for the past 15 years has firmly held a leading position among suppliers of cosmetic products [36].

Thus, after analyzing all the received information, we can proceed to the last, fifth stage – design development. Based on the collected information, we need to create a logo for the “VESNA” brand. Thanks to the search and



**Figure 11 – Logos of market leaders: a – Collistar, b – Elizavecca**

analysis of competitors, it was found that the majority of young Ukrainian brands are prone to minimalism, without emblems and images, most often using font solutions, focusing on European brands. Therefore, it was decided to add a graphic image to the font part of the logo. The advantage of using a combined logo is a clear message about the brand, which is remembered and associated as a whole, that is, customers will see only the symbol in the future and immediately remember the brand [37]. The intermediate results of the logo development are presented in Figure 12.

Since the shape of the image plays a significant role in its positive perception by the consumer, it was decided to add an element in the form of a half ring. Circles, ovals and ellipses evoke a positive emotional state and are associated with society, relationships and union. The semi-ring was supplemented with flowering plants, which will be associated with the beginning of spring and will increase recognition among competitors. The font was chosen to be simple, but concise, easy to read and does not conflict with the graphic design. The rectangular shape in the brand name, associated with stability and balance, the straight lines and clear outline symbolize strength, professionalism and efficiency. The main colors are black and pink with a gradient. Because the pink color enhances feelings, makes people more attentive, affectionate and responsive. In Figure 13 the design of the “VESNA” brand logo is provided.

So, having gone through all the stages of creating a logo, we can say that 80% of the work on the logo is the collection of the necessary information, the analysis of the company and its target audience. It is impossible to create a successful logo without analyzing the activities of the company, competitors and consumer needs. The design of the logo of a cosmetic company is not only a beautiful image that will decorate the product

bottle, but also one of the main features of the brand that no self-respecting company can ignore.

Cosmetic products, as a rule, are produced in closed plastic and glass containers. Bottles for cosmetics are required for optimal storage conditions and comfortable use by the consumer. Lotions, serums, tonics, shampoos, conditioners and shower gels are packaged in glass and plastic containers. Plastic tubes are filled with hand, face and body creams, sunscreens, face masks, peelings and sometimes scrubs. Manufacturers of cosmetic products



Figure 12 – Sketches of the logo for the “VESNA” brand



Figure 13 – The developed design of the “VESNA” brand logo

do not manufacture containers themselves, but order ready-made packaging from their manufacturers.

Bottles for cosmetics [38] are made of glass, plastic and thin metal. Metal bottles are made by pressing, and glass bottles are made on special thermoforming equipment, from tubular blanks. Most often, brands produce their products in plastic tubes and bottles, because plastic containers are cheaper and the cost price is lower. Glass and metal bottles are generally produced only by luxury cosmetic brands that can afford not to save on the packaging of their product.

Plastic bottles for cosmetics are made of polyvinyl chloride, acrylic, polyamide and polystyrene. Vials are generally produced in a standard form, but it is also possible to create packaging according to an individual order. According to their texture, the bottles can be matte or glossy, can be colored or transparent, the color range is also not limited.

Vials are produced in different volumes. For example, small bottles (50-100 ml) are for getting acquainted with the cosmetic product, or are produced as a travel version, which is convenient to take with you on a trip. Bottles with a volume of 200-250 ml are produced for daily use, and 500-1000 ml for salon products and “economy” packages.

Face creams and masks are mainly produced in cosmetic jars [39], of a rounded shape. There are also rectangular and square jars for these products, the advantage of which is a more stylish and interesting look. For the manufacture of jars, glass, plastic, thin white steel and aluminum are most often used. If necessary, jars are made with a double body for better thermal protection of their contents.

An equally popular cosmetic package is a tube [40], a cylinder that has a threaded cap on one side and a hermetically sealed end on the other. Today, there are three types of tubes – plastic, aluminum and laminate.

Plastic tubes are made of special resin and have no seams. The production process consists of the following stages: extrusion, joining the sides, applying a pattern, completing the cover. They can be single-layered or multi-layered, they are also easily amenable to external design and are decorated with a continuous pattern over the entire surface.

Aluminum tubes are made from tin, lead and directly from aluminum. The production process always begins with the discs from which the tubes are formed. Then a protective film is applied to their inner part,

and the desired image is applied to the outer part. The cover is made of polypropylene or polyethylene.

Laminate tubes are considered more modern and are made of multi-layer laminate. The production process is also very different from the production of aluminum and plastic tubes. First, an image is applied to the material, which is wrapped in a roll, and only then the tube is formed and equipped with a lid. Laminate tubes have better protective properties and a barely noticeable seam.

### Conclusions.

The main goals and components of corporate style are considered in this work. It has been established that the logo is one of the main elements of the brand's corporate style, which reflects the company's image and confirms its reliability, increases the competitiveness and recognition of the product or service. An analysis of the cosmetic market of Ukraine was conducted and the logos of Ukrainian cosmetics manufacturers were considered. Peculiarities of the logo of cosmetic products have been studied. Emphasis is placed on the use of a minimalist style, simplicity of graphic execution and meaningful content. The requirements for creating logos were considered, with the help of which information was structured and a concept was chosen for the development of a new logo. The main functions of the logo were formulated, it was established that the logo should be recognizable, unique and elegant. The target audience of consumers of the selected brand has been determined. Based on the collected data, a creative concept and the main idea of the logo were developed. The project of artistic and compositional design of the logo of the young Ukrainian cosmetics brand "VESNA" was substantiated and developed. The peculiarities of manufacturing packaging of cosmetic products are analyzed. Several variants of plastic containers, types of boxes and labels have been selected for the "VESNA" brand.

### References:

1. Airy D. (2016) *Lohotip i firmennyi stil. Rukovodstvo dyzainera* [Logo and corporate identity. Designer's guide]. Peter. (in Russian)
2. Kheller S., Vyten V. (2020) *Idey, kotorye meniali hrafycheskyi dyzain* [Ideas that changed graphic design]. Moscow. (in Russian)
3. Ofitsiyniy sait "Connectdesign" [Lohotyp i yoho funktsii]. Available at: [http://www.connectdesign.ru/firm\\_style/firm\\_style\\_logotype.shtml](http://www.connectdesign.ru/firm_style/firm_style_logotype.shtml) (in Ukrainian)

4. Ofitsiinyi sait “Marketo” [Analiz brendiv]. Available at: <https://www.marketocom/marketo-engage/> (in Ukrainian)
5. Harald B. (2009). *Psykholohyia tsveta* [Psychology of color]. Moscow. (in Russian).
6. Ytten Y. (2020) *Yskysstvo formy* [The art of form].
7. Ofitsiinyi sait “Cosmar” [Reformuvannia kosmetychnoi haluzi Ukrainy na suchasnomu etapi]. Available at: <https://cosmar.com.ua/articles/3691/> (in Ukrainian)
8. Ofitsiinyi sait “Mk-up” [Klasyfikatsyia kosmetycheskykh sredstv]. Available at: <https://mk-up.ru/klassifikaciya-kosmetiki>
9. Kherf S. (2019) *Kak sozdat produkt, kotoryi poliubiat* [How to create a product that will be loved]. St. Petersburg. (in Russian)
10. Ofitsiinyi sait “Gagarinstudio” [Kak forma lohotypa rasskazyvaet o suty brenda]. Available at: [https://gagarinstudio.com.ua/article/forma\\_logo](https://gagarinstudio.com.ua/article/forma_logo) (in Ukrainian)
11. Ofitsiinyi sait “Tcifra” [Myrovoi rynek kosmetyky za 2020 hod]. Available at: <https://tcifra.ru/mirovoj-rynek-kosmetiki-za-2020-god/> (in Russian)
12. Ofitsiinyi sait “Proreklamu” [Upakovka kak vazhnyi element marketynhovykh komunikatsyi na rynke potrebitelskykh tovarov]. Available at: <https://www.proreklamu.com/articles/marketing/43677-upakovka-kak-vazhnyj-ehlement-marketingovykh-kommunikatsij-na-rynke-potrebitelskikh-tovarov.html> (in Ukrainian)
13. Ofitsiinyi sait “Retailers” [Lydery kosmetycheskoho rynku]. Available at: <https://retailers.ua/news/menedjment/6364-eti-7-kompaniy-vladyut-pochti-kajdyim-kosmeticheskim-brendom-u-kotorogo-vyi-pokupaete#:~:text=%D> (in Ukrainian)
14. Ofitsiinyi sait “Pro-consulting” [Analiz rynku kosmetyky v Ukraini]. Available at: <https://pro-consulting.ua/ua/issledovanie-rynka/analiz-rynka-kosmetiki-v-ukraine-2021-god> (in Ukrainian)
15. Ofitsiinyi sait “Picodi” [Doslidzhennia spozhyvchoi povedinky ukrainsiv]. Available at: <https://www.picodi.ua/beauty/trends/ukrainians-beauty-buying-habits.html> (in Ukrainian)
16. Ofitsiinyi sait “Marieclaire” [10 ukraynskykh brendov kosmetyky]. Available at: <https://marieclaire.ua/beauty/made-in-ukraine-10-ukrainskih-brendov-kosmetiki/> (in Ukrainian)
17. Ofitsiinyi sait “Elfa” [O kompaniy Elfa]. Available at: <http://www.elfa.ua/company/about/> (in Ukrainian)
18. Ofitsiinyi sait “Instagram” [Ofitsiina storinka zasnovnytsi brendu ta TM GOMASH]. Available at: <https://www.instagram.com/masha.honchar/> (in Ukrainian)
19. Ofitsiinyi sait “Pinterest” [Poshuk zobrazhen za zapytom “Naturalna kosmetyka”]. Available at: <https://www.pinterest.com/> (in Ukrainian)
20. Ofitsiinyi sait “Instagram” [Ofitsiina storinka Marie Fresh Cosmetics]. Available at: [https://www.instagram.com/marie\\_freshcosmetics/](https://www.instagram.com/marie_freshcosmetics/) (in Ukrainian)
21. Ofitsiinyi sait “Color” [Dyzain upakovky kosmetyky]. Available at: <https://koloro.ru/blog/dizain/dizain-upakovki-kosmetiki.html> (in Russian)
22. Ofitsiinyi sait “Printus” [Tendentsii industrii upakovky dlia kosmetyky, parfumerii]. Available at: <https://printus.com.ua/article/read/4121> (in Ukrainian)

23. Ofitsiynyi sait "Instagram" [Ofitsiina storinka Garnier]. Available at: [https://www.instagram.com/garnier\\_ua/](https://www.instagram.com/garnier_ua/) (in Ukrainian)
24. Ofitsiynyi sait "Pinterest" [Poshuk zobrazhen za zapytom "Naturalna kosmetyka"]. Available at: <https://www.pinterest.com/> (in Ukrainian)
25. Ofitsiynyi sait "Instagram" [Ofitsiina storinka Marie Fresh Cosmetics]. Available at: [https://www.instagram.com/marie\\_freshcosmetics/](https://www.instagram.com/marie_freshcosmetics/) (in Ukrainian)
26. Ofitsiynyi sait "Instagram" [Ofitsiina storinka brendu naturalnoi kosmetyky HOCHOO]. Available at: <https://www.instagram.com/hochoo.ua/> (in Ukrainian)
27. Ofitsiynyi sait "Bazilik" [Vizualni trendy 2020 roku vid AdobeStock]. Available at: <https://bazilik.media/vizualni-trendy-2020-roku-vid-adobe-stock/> (in Ukrainian)
28. Alpyna Pablysher (2019) Vsehda vash klyent. (in Russian)
29. Ofitsiynyi sait "Vitaminclub" [Pro brend]. Available at: <https://vitaminclub.ua/info/o-nas/> (in Ukrainian)
30. Ofitsiynyi sait "Mola" [Pro brend]. Available at: <https://mola-brand.com/shop/?gclid=Cj0KCQjwzYGGBhCTARIsAHd> (in Ukrainian)
31. Ofitsiynyi sait "Pena" [Pro brend]. Available at: <https://pena.ua/about> (in Ukrainian)
32. Ofitsiynyi sait "Dushka" [Pro brend]. Available at: <https://www.dushka.ua/history> (in Ukrainian)
33. Ofitsiynyi sait "Uspix" [Pro brend]. Available at: <https://uspix.ua/o-nas> (in Ukrainian)
34. Ofitsiynyi sait "Brand-info" [Ystoryia stvoriennia brenda Piel Cosmetics]. Available at: <https://brand-info.com.ua/piel-cosmetics/> (in Ukrainian)
35. Ofitsiynyi sait "Elizavecca" [Pro brend]. Available at: <https://elizavecca.com.ua/page/o-brende> (in Ukrainian)
36. Ofitsiynyi sait "Intensa.pro" [Pro brend Collistar]. Available at: <https://intensa.pro/istoriya-brenda/collistar-zimola-vesture/> (in Ukrainian)
37. Ofitsiynyi sait "Turbologo" [Vydy lohotypov]. Available at: <https://turbologo.ru/blog/vidy-logotipov/> (in Russian)
38. Ofitsiynyi sait "Yangoli" [Flakony dlia kosmetyky]. Available at: <http://yangoli.com.ua/flakony-dlya-kosmetiki> (in Ukrainian)
39. Ofitsiynyi sait "Yangoli" [Proyvodstva banoček dlia krema]. Available at: <http://yangoli.com.ua/proizvodstvo-banoček-dlya-krema> (in Ukrainian)
40. Ofitsiynyi sait "Cosmeticpack" [Tuby y ykh prymerenye]. Available at: <https://cosmeticpack.com.ua/novosti/tuby-vs-upakovka-s-dozatorom> (in Ukrainian)