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**VISUAL COMMUNICATIONS IN BRANDING**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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## ABSTRACT

The object of research of the thesis is visual communications in branding. The subject of the thesis research is the key features and elements of visual communications in branding. The purpose of the thesis is to identify the features and elements of visual communications in branding. The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the method of generalization, as well as private scientific methods used in marketing research, in particular, the method of analyzing the process and products of activity and the method of visual audit for analyzing the selected brand.

In the work, visual communications in branding were analyzed, their features were identified, components and varieties of graphic design were described, the concept of visual brand identity was defined and its main elements were analyzed. As a result of the study, the features of the relationship between the levels of the brand were revealed, allowing to create and strengthen its visual identity. It is determined that in this process the most effective elements are color, logo, typography and packaging, which in the case of a product brand performs the role of a seller and translates not only the idea of the brand, but also the essence of the product itself.

The results of the study of various visual materials when analyzing the features of the CVI brand *Slodych* at its levels according to the methodology of the Belarusian strategic branding company *PG Brand Reforming* allowed us to conclude that it is necessary to improve marketing communications to promote the brand and increase its effectiveness in interacting with consumers.

The results obtained can be used to develop recommendations for improving marketing tools at the *Slodych* confectionery factory and other Belarusian enterprises of a similar profile.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

*Keywords: branding, visual communications, design, marketing, visual brand identity, color, logo, typography, packaging design, corporate identity.*