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**COLOR SCHEME AS BRAND POSITIONING TOOL**

Graduate Thesis

ABSTRACT

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## ABSTRACT

The object of the thesis research is color as an element of branding. The subject of the research is brand color scheme as a brand positioning tool. The aim of the thesis is researching the color scheme as a brand positioning tool. The methodological basis of the thesis was general scientific methods (analysis, analogy, comparison) and private scientific methods (survey, experiment).

The results of the thesis writing process are: the revealed essence of the concept of brand positioning, the highlighted concept of color positioning, the identified factors influencing the positioning and color positioning of the brand, the certain meaning of color psychology in the formation of the necessary brand image, the analyzed influence of the color scheme on the perception of the product category.

The scientific novelty is due to the demand for systematically organized data on ways to influence the consumer through color solutions and their insufficiency. Knowledge of the properties of various color solutions and their impact on the consumer helps to build an effective positioning strategy, which, in turn, will increase the recognition of the company in the market and will distinguish it from competitors. The materials of the thesis can be used by manufacturers as a guideline when choosing a color solution for a brand or when conducting further research in the field of color perception by consumers.

*Keywords: positioning, branding, color positioning, color perception, color psychology, color impact, positioning strategy.*