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CURRENT ISSUES OF SCIENCE, EDUCATION AND  
TECHNOLOGY: EXPERIENCE AND PROSPECTS

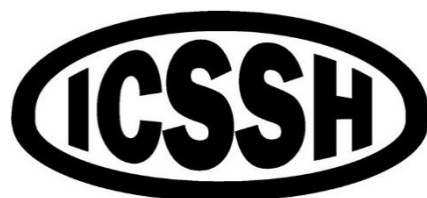
Book of abstracts



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## SECTION 5

## CULTURE AND ART

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### MODERN TRENDS IN THE DESIGN OF E-COMMERCE WEBSITE LOGOS

Logo design research is represented by a significant number of works by Ukrainian and foreign authors. Most scientists and practitioners support the opinion that logos play an important role in business as an element of the strategy of the visual brand identification system, contribute to the creation of a positive image of the company, causing positive emotions and feedback that improve financial indicators [2]. In the works of D. Airey [3], S. Bresciani et al. [4], B. Murphy & Wilke R [5] and L. Siegel [6] showed that logos need constant updating when changing strategy and expanding the range for better business results. The researchers also say that a periodic change in logo design is necessary to meet its rapidly changing market conditions. In the work of G. Bryukhanova and O. Lezhnev [1], trends in logo design changes over recent times were considered and the main factors that contributed to this were outlined. However, these studies were not related to the specifics of changes in logo design in the Internet environment.

The study analyzed changes in the design of the logos of the websites of well-known e-commerce brands such as Amazon, eBay, Apple, Walmart, Asos, AliExpress, etc. The design changes of more than 1,000 e-commerce website logos from China, the United States, European countries, and Ukraine were also examined. It was found that since the first online stores appeared in the mid-1990s, logos have always been present on websites and performed two main functions: identification and creating a visual system of e-commerce brand recognition. The design of e-commerce website pages and the

design their logos have always been interconnected. Conceptual, artistic and functional characteristics of logos changed periodically, which was determined by the needs of the time. The main factors that led to changes in the design of logos were identified, among which the main ones are: the rapid development of the latest innovative technologies and means of communication, primarily visual, animated and digital; an increase in the number of mobile devices that users use to make purchases, and mobile sites and applications of e-commerce brands.

According to the research results, typical changes in the design of logos have been identified, the list of which is given in the form of a diagram in fig. 1.

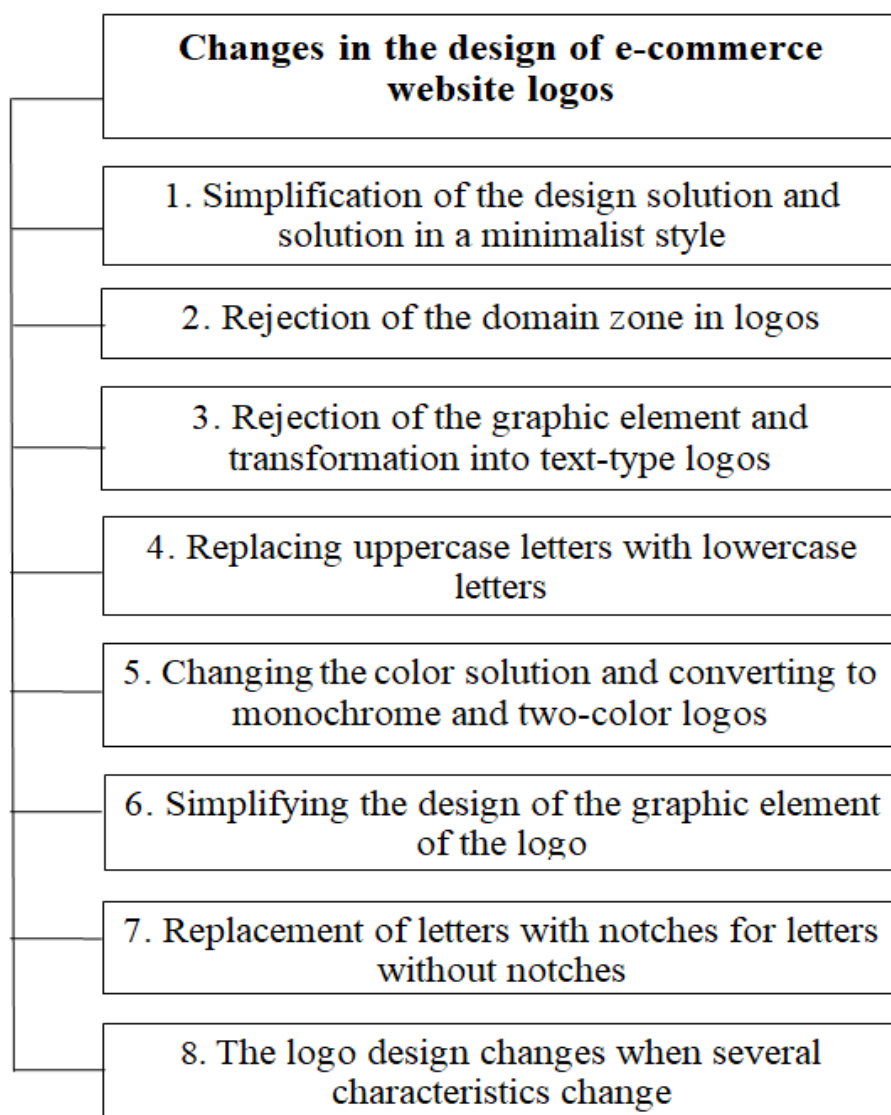


Fig. 1. A typology of modern e-commerce website logo design trends

The design of modern logos of e-commerce websites of different countries is characterized by simplicity and the absence of excessive use of colors and graphic elements. Their main features are plasticity and adaptation to any devices. Modern changes in logo design are primarily related to technological factors that lead to the use of simplified visual structures for display on mobile devices. Simplification of logo forms has become a stylistic and functional necessity that can simultaneously solve technical, technological and aesthetic requirements. The results of the research determined that the logos of e-commerce companies are becoming more universal in terms of information presentation: flat, without complex compositional, color and font solutions to present the visual image of the brand.

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