

УДК 659.126:159.  
937.51:[004.738.5:  
339]

DOI:10.30857/2617-  
0272.2023.4.5.

VASYLIEV O. S., KOLOSNIHENKO O. V.

*Kyiv National University of Technologies and Design, Kyiv, Ukraine*

## THE FEATURES OF COLOR SOLUTIONS OF UKRAINIAN ONLINE STORES` LOGOS

**Purpose.** *To select, analyze, and systematize the logos of Ukrainian online stores of various product categories to identify the characteristic features of their color solutions.*

**Methodology.** *The methodological basis of the study is a comprehensive approach, methods of analytical and visual-analytical analysis of research objects, and systematization of information on the varieties of color solutions of logos of well-known Ukrainian online stores of 24 product categories. The selection of e-commerce enterprises has been carried out using search engine ratings.*

**Results.** *An analysis of scientific and practical literature on the specified topic has been conducted. And the information on the psychological and associative influence of colors on consumers has been systematized. Therefore, based on the analysis of color solutions of 720 logos of Ukrainian online stores, their typical variants in different product categories have been selected and described. Also, a clear relationship between the color solution of the online store logo and the category of goods sold has been revealed. Typical color solutions of one-color logos, as well as schemes of color combinations in two-color, three-color, and multi-color logos of linguistic and mixed types of online stores of various product categories, are defined and described. The logos of online stores of certain product categories with similar color schemes were selected and combined into groups.*

**Scientific novelty.** *Information on color solutions of online store logos is systematized. Typical colors and color combinations for logos of e-commerce brands of various product categories are identified. The principles of color combinations in logos of online stores of various product categories are determined.*

**Practical significance.** *It is advisable to use the obtained results both in the development of logos of new e-commerce enterprises and in the redesign of existing ones. The results of the research can be used in further scientific research on the design of corporate style of sites for e-commerce enterprises.*

**Keywords:** *design, color, color scheme, e-commerce enterprise, product categories.*

**Introduction.** Every year, the number of online purchases in the world, as well as the number of online stores and competition among them are growing. Due to the information richness of the current e-commerce market, consumers are constantly faced with a large number of means of advertising communication and other marketing tools. A logo plays a key role in a company's success, and the importance of its presence and positive impact cannot be overestimated. It is one of the first elements that a visitor to an online store sees, and it is present both on all pages of the site and on all other corporate identity media. In logos, colors are important as they carry both a decorative load and an associative one, ensuring the purchase intentions of customers. Also, color is used in the logo as an effective visual signal to attract attention and convey the desired image

and other information necessary for consumers. Unlike other components used in branding, color is perceived and translated by the brain out of context. When facing with a logo of an unknown brand, the consumer perceives its individuality based on the activated brain association caused by the reference value of its color solutions, as well as on the experience with the color solutions of the market leaders of various product categories.

Despite a significant number of scientific, theoretical, and practical developments on the design of logos, diverse effects of colors on consumers, and the dynamics of market competition, there are no studies of existing logos of online stores of various product categories. In this regard, it is appropriate to study the logos of well-known e-commerce brands of Ukraine to systematize information on their typical color solutions considering the

marketing associative values of colors and the correspondence to a certain product category.

**Analysis of previous studies.** As a marketing tool, color attracts consumers and forms their perception of the brand. In several scientific works, it is stated that colors in logos carry not only a decorative but also primarily an associative load. Therefore, e-commerce enterprises use color as an effective visual signal to attract attention, convey the desired image and other information necessary for consumers [6; 12; 19; 22]. And several authors presented information about how people perceive and react to color in all aspects of life [8; 13]. J. Ridgway and B. Myers [20] have determined that consumers perceive brands based on colors, including ethical judgments about the company [21] and gender audience [4; 14]. In some works, it is shown how the colors of logos affect the consumers' perception of brand image. The scientists [7; 14; 18; 20] have proven that a positive evaluation of the brand can be formed through the correct use of color and leads to increased purchase intentions [7]. And in the work [18], it is stated that the more colorful the logo, the more it is perceived as friendly, feminine, brave, modern, unique, and memorable. The researchers have emphasized the need to choose logo colors according to images [9] or the brand's field of activity [6]. J. Morton [17] has identified that the use of color increases brand recognition by 80%, which leads to an increase in purchase intentions. L. Labrecque and G. Milne [14] have empirically proved that there is a significant negative connection between the color difference from the market leader and the brand conversion. The scientists [10; 11] have determined that the logo of the market leader becomes crucial in consumers' memory and influences the perception of competing brands. In the article [3], with reference to the research conducted by Marketo company [23], the use of colors in the logos of the 100 most profitable brands in the world is analyzed. M. Wang and X. Li [24] have shown that mobile application icons, which are designed with a higher level of

colorfulness, lead to an increase in the number of site downloads.

The research on the design of trademarks, their composition, and components are presented in the works of domestic [1; 2; 3; 13; 16] and foreign [5; 8] scientists. Thus, the authors of the article [2] study the features of logo design as the basis of corporate style and the meaning of colors used in its creation. The article provides recommendations on the combination of colors in two-color, three-color, and multi-color logos. D. Drew and S. Meyer [8] in their work explain the technical issues related to the transfer of colors in two- and three-dimensional environments, in still and moving images. They also provide detailed information on color theory, color systems, as well as peculiarities of mixing different colors, etc.

Summarizing all the above, it is possible to state that in modern scientific and periodical literature, a significant number of topics have been researched that explain how the color of logo affects the consumers' perception of the brand and its image, highlight the consumers' intentions on purchase and differences in color preferences depending on age, gender, and cultural characteristics, describe the combination of colors in two-color, three-color, and multi-color logos, as well as reveal the relationship of colors with brands and certain products, etc. However, there are currently no studies on the existing logos of Ukrainian e-commerce enterprises of various product categories, including on the features of their color solutions.

**Problem statement.** The positioning of the online store to its target audiences becomes an important factor for its real success in the e-commerce market. Based on the analysis of available scientific research, it is determined that color is one of the main elements of influence on consumers, and both a positive evaluation of the brand image and trust in it can be formed with the color. Considering a significant negative connection between the color difference from the market leader and brand conversion, it is relevant to

study the color solutions of e-commerce enterprises in Ukraine. So, the purpose of the paper is to analyze and systematize information on the typical color solutions of logos of the most successful Ukrainian online stores of various product categories – the leaders of e-commerce in Ukraine.

**The results of the research.** When designing a logo, the color has great significance. That's because it is a part of the overall image of the e-commerce brand and should elicit certain emotions in buyers, contributing to site conversion. The results of the study of logos of the 100 most profitable companies in the world, conducted by Marketo company [3; 23], have shown that 95% of companies use one or two colors in their logos, and only 5% use more than two colors; 41% of companies use only text, and 9% do not indicate the company's name in the logo [23]. Also, this study includes a preliminary conclusion on the relationship between the field of activity and the color decision of logo. To determine the features of color solutions of Ukrainian online stores, 720 logos of 24 product categories have been identified and analyzed. Therefore, the logos of those Internet-trade enterprises have been selected for the analysis, which, according to the search engine ratings, are on the first 8-10 pages considering the request for the name of a certain group of products. Accordingly, from 30 to 34 websites of Ukrainian online stores have been selected for each product category, and their logos have been analyzed. Based on a preliminary analysis of logos of Ukrainian online stores, the main colors used in their design have been identified. When analyzing the color solutions of online stores' logos, their connection with the product category and the type of logo in relation to its morphological structure have been revealed. At the first stage of the research, logos of linguistic, graphic, and mixed types have been singled out among the logos of each product category. Therefore, only 2 graphic two-color logos (hlibvino.com.ua, frukt-sad.com.ua) have been identified; all other logos of Ukrainian

online stores belong to linguistic or mixed types. Both the presence of logos of a certain type and their color solutions depend on the product category. Therefore, the paper shows the features of color solutions of logos of each product category, which is confirmed by the percentage of presence of one or another solution compared to the total number of logos of the group. All logos of Ukrainian online stores are conditionally divided into several groups depending on typical color solutions.

The *first group* includes logos of online stores that sell premium goods: clothes, wine, antiques, shoes, watches, suitcases, and jewelry. Most of these online stores have one-color and two-color logos, in which black is often the only one or main color. Also, one-color logos of burgundy (wine, antique, shoe, and jewelry stores), red (watch, wine, and shoe stores), dark brown (antique and shoe stores), gold (jewelry, watch, and antique stores), orange (shoe and suitcase stores), and purple (clothing stores) colors have been identified. In two-color logos of this group, combinations of the abovementioned colors are used. In such logos, black is often the main color, and the secondary color is a bright or saturated chromatic color. For example, burgundy can be the accent color for all online stores of this group, gold – for jewelry and antique stores, orange – for wine stores, purple – for jewelry stores, red and pink – for clothing stores, etc. As logos of online stores of the first group, three-color logos are rarely used. Only 11 (5%) such logos are singled out among the 203 analyzed ones, 6 of which belong to online stores of suitcases. Multi-color logos consisting of four or more colors are found in just 2 online stores of suitcases.

It is also revealed that 24 (80%) out of 30 analyzed Ukrainian online clothing stores have one-color black logos, and only 1 –purple. In two-color logos of online clothing stores, black is also the main color. It is used to reproduce the brand's name. Additionally, in such online store logos, designers often use red, less often pink, burgundy and blue colors for accents.

When analyzing the logos of Ukrainian online shoe stores, 26 (88%) one-color logos have been singled out of the 30 analyzed ones. It is determined that 19 logos of this group are made in black, 2 logos – in red, and one each in burgundy, orange, pink, and dark brown colors. In the composition of two-color logos, colors typical for one-color logos are often combined. For example, black with burgundy, or orange with brown.

Among the 30 analyzed logos of online stores of jewelry, 25 (84%) companies have one-color logos, 17 (57%) of which are black. Also, 2 one-color logos in gold and dark brown colors, and 2 in burgundy color are singled out. In general, in the design of 21 (70%) store logos of this product group, black is used as the main color. Most of two-color logos of Ukrainian online jewelry stores have the main font part in black. Gray, burgundy, and sky blue colors are additionally used in two-color logos. Only 1 two-color logo of this group has been found, in which gold and brown colors are combined.

12 (60%) out of 20 online antique stores have one-color logos and half of them are black. Also, one-color logos in dark brown color that emphasizes the preciousness of the product are typical for this group. 7 two-color logos of online antique stores are singled out, the main color of which is often black combined with gold, burgundy, yellow, or gray colors. Brown and gold colors are present in a single three-color logo of this group.

When studying the logos of Ukrainian online stores of elite vodka products and wine, 16 (55%) one-color logos have been singled out of the 30 analyzed ones. Among them, 10 black logos, 3 burgundy logos, 2 dark blue logos, and 1 red logo are found. All two-color logos are of the combined type, of which 12 logos have a black font, including 4 logos with red graphic part, 3 logos with burgundy, and 2 logos with orange graphic part. Also, there is 1 sky blue logo and 1 gray logo. Additionally, 2 two-color logos are identified, in which, on the contrary, the font part is chromatic and the graphic part is achromatic: black, gray, or white.

As to the Ukrainian online watch stores, it is found that 15 (48%) out of 31 analyzed online stores have one-color logos. Among them, 10 have black logos and 3 have red logos. Also, there is 1 gold logo and 1 blue logo. 14 (45%) Ukrainian online watch stores have two-color logos. In 10 two-color logos of this group, the main color is often black, which is combined with red (3 units), yellow (2 units), gold (1 unit), burgundy (1 unit), sky blue (1 unit), or bright green (1 unit) colors. Another 3 two-color logos have dark blue font part, and 1 two-color logo – orange font part. As a rule, blue fonts in two-color logos of this group are combined with a graphic part of burgundy or red colors.

Among the 33 analyzed online stores of suitcases and travel bags, 18 (54%) companies have one-color logos, 7 (21%) have two-color logos, and 6 (18%) have three-color logos. Also, there are 2 multi-color logos. Among the one-color logos, 11 black, 2 burgundy, 1 sky blue, 1 blue, 1 orange, 1 yellow, and 1 gold logos are found. In two-color logos of online stores of this product category, achromatic black color is combined with various chromatic colors typical for one-color logos. Black color is most often used to display the font part of two-color logos. The second color used in these logos is orange (1 unit), yellow (3 units), or sky blue (5 units), which are typical for one-color logos of this group. As for three-color logos of online suitcase stores, the combination of colors in such logos is quite diverse. For example, a combination of one achromatic (black) color and two chromatic complementary colors (blue and yellow), or two achromatic colors (black and gray) with any third chromatic color. In multi-color logos of online suitcase stores, the combination of the linguistic part of achromatic (neutral) black color with the graphic part, in which colors are combined according to an analog scheme (yellow, two different shades of orange and terracotta, or several shades of sky blue of different saturation), is highlighted.

The *second group* includes logos of online stores that sell perfumes, décor, and handmade goods. These logos have features similar to the

logos included in the first group. One-color logos also prevail. However, chromatic colors of pastel shades are often used in such logos. In addition to black color, one-color logos of dark brown (décor stores), sky blue (perfume and handmade stores), pink, purple, and lilac (perfume stores) colors are also common in this group. In two-color logos of this group, combinations of the abovementioned colors prevail.

When studying 34 logos of Ukrainian online stores of décor, 21 (62%) one-color logos have been singled out. Among them, 12 black, 3 dark brown, 2 blue, 1 gray, 1 burgundy, and 1 gold, as well as 1 logo in pastel shades of orange and 1 logo in pastel shades of raspberry color are found. As to the two-color logos of this group, they are characterized by a combination of achromatic black or gray colors with pastel sky blue, pink, orange, lilac, and gold colors.

Among the 34 analyzed logos of online perfume stores, 24 (71%) have one-color logos, 16 of which (47%) are black. 4 one-color logos of sky blue and one each of pink, lilac, light purple, and burgundy colors are identified. Two-color logos of Ukrainian online perfume stores most often have a font part of black (6 units) or gray colors. The second most frequently observed color in these logos is pink (4 units). However, logos in sky blue, yellow, and burgundy colors are also identified.

The *third group* includes logos of online stores that sell goods for children, which are characterized by multi-color logos and logos in which black color is not used. Among the 34 analyzed logos of online stores of children's goods, 6 logos made in pastel colors and 28 logos made in bright and saturated colors have been singled out. Among the logos of this group, only 7 one-color logos have been identified, which in most cases are made in bright orange, red, cyclamen, and sky blue colors. As for online stores of children's goods, they are not characterized by two-color logos. Therefore, only 4 two-color logos of the combined type have been found, which are

characterized by combinations of pastel colors, for example, pink and sky blue (sofko.com.ua), or lilac with the color of a sea wave (kids-sole.com). And only this group includes three-color logos of both linguistic (2 units) and combined (8 units) types. In their design, red, orange, yellow, terracotta, and sky blue colors, as well as various shades of green, are used. Thus, multi-color logos, in which from 4 to 12 colors are combined (mamapapaya.com.ua), are typical for online stores of children's goods. During the research, 6 multi-color logos of linguistic and combined types (each) have been identified. These logos are very diverse in terms of color solutions, brightness of colors, use of ingredients, and design of the surface of letters with different patterns. In three-color and multi-color logos of online stores of children's goods, chromatic-contrasting combinations of colors are used, in which colors that have the same brightness/saturation but are in different areas of the spectrum, are combined [2]. An acceptable option for filling letters in logos of online stores of children's goods is the use of rainbow colors, resembling a complex gradient.

The *fourth group* includes logos of online stores that sell eco-products, food products, flowers, and plants. Their main difference is the use of natural colors, especially various shades of green. All but one of the 33 researched logos of plant and flower online stores have green in their logo, which is most often the main color. One-color logos make up just over a quarter of the total number of logos studied and mostly use bright shades of green. But two-color logos are more typical for stores of this product category and make up half of the researched ones. They are characterized by a combination of a green font inscription with a burgundy, red, orange, or yellow graphic element. The linguistic part of most of the 6 detected three-color logos is made in black. The second and the third colors in these logos are achromatic or chromatically contrasting to each other. Achromatic contrast occurs when colors are located in the same area of the spectrum but have different brightness/saturation, for

example, different shades of green (*vseroste.com.ua*, *iflowers.com.ua*). Conversely, chromatic contrast occurs between colors from different areas of the spectrum that have the same brightness or saturation. For example, a combination of green and orange in the logos of online stores *matla-flowers.com.ua* and *megasad.net*.

Among the 31 analyzed logos of online stores of eco-products, 10 (30%) have one-color logos, 7 of which are green. In this group, 14 two-color logos are identified, in which either the font part of black color is combined with a graphic element of green color or the font part of green color is combined with a graphic element of orange, brown, and green colors of a different shade and saturation. Also, the combination of two different shades of green with sky-blue or brown colors is typical for the design of three-color logos of eco-products online stores, of which 5 units are found. In addition, 3 multi-color logos are identified during the research, which are characterized by a combination of black, and several shades of green with yellow or orange.

The color solutions of logos of online food stores often depend on the group of products that they sell. For example, logos of stores specializing in the sale of fish and sea products (*ribonka.com.ua*) use different shades of blue and sky blue colors. In this group of 34 analyzed logos, 17 two-color, 12 one-color, 2 three-color, and 2 multi-color logos have been singled out. Among one-color logos of online food stores, 4 green logos (*organichni-producty.com.ua*, *delikatto.com.ua*, *foodex24.com*), 3 black (*good-product.kh.ua*, *delikatto.com.ua*) and 3 red logos (*shop.nashkraj.ua*, *100pudov.in.ua*, *delikates.ua*) are identified. Two-color and three-color logos of online food stores that emphasize the environmental friendliness of their products use green graphic elements (*napoli.ua*, *vip.shuvar.com*, *wowfoods.com.ua*), and those that sell a wide range of products use red ones (*redfish.com.ua*, *kozub.com.ua*, *vova.ua*). To emphasize the cheapness of goods, the orange

color is used (*produktoff.ua*, *edak.com.ua*) in the design of logos of e-commerce enterprises.

The *fifth group*, surprisingly, includes logos of online stores that sell household chemicals and products for sport and recreation, since logos of such stores have a similar color scheme. Most of these logos are characterized by the elements of blue, sky blue, or green colors. In this group, two-color logos prevail, which in total are typical for half of the online stores of the specified product categories. Black color is rarely used in the design of this group of logos. Its presence is found only in 5 online stores of household chemicals and 8 online stores of products for sport and recreation.

When studying 30 logos of Ukrainian online stores of household chemicals, 15 two-color, 6 one-color, 6 three-color, and 3 multi-color logos, in the design of which 4 or more colors are used, have been singled out. 3 one-color logos of green color and one each of black, gray, and sky blue colors are identified. In two-color logos of this group, a combination of the related blue and sky-blue colors (7 units), sky blue with gray (2 units), or green (3 units) colors is found. In three-color logos of Ukrainian online stores of household chemicals, mostly black or white achromatic colors are combined with two related colors, one of which is green, or with two contrasting colors, one of which is sky blue.

Among the 30 analyzed logos of online stores of products for sport and recreation, 15 two-color, 10 one-color, 3 three-color, and 2 multi-color logos have been singled out. Among one-color logos, 7 blue-sky blue, 1 black, 1 red, and 1 green logos are singled out. And in all three-color and multi-color logos of online stores of products for sport and recreation, the presence of elements of blue or sky blue colors is found. Half of two-color logos of this group are characterized by a combination of elements of blue-sky blue color range with the elements of red, green, or gray colors. Also, two-color logos are distinguished,

in which black font elements are combined with green, red, or yellow graphic or font elements.

Logos of online stores of building materials, household appliances, electronics, and electrical goods, which can be attributed to the *sixth group*, have common features in color solutions. In this group, two-color and one-color logos, as well as logos with elements of blue, sky blue, green, orange, and yellow colors prevail.

Among the 30 logos of online stores specializing in the sale of various lamps, 14 one-color, 12 two-color, and 4 three-color logos have been singled out. One-color logos in black (4 units), burgundy-red (6 units), and sky blue-blue (4 units) color scheme are identified. Most of two-color logos of this group are characterized by the presence of a black color (10 units), which is used for all or part of its linguistic component. The second color in two-color logos of this group is the elements of yellow, orange, red, and gold colors. And all three-color logos of this group of online stores have white elements combined with yellow and gold elements that are located on a black or dark blue background.

When studying 30 logos of Ukrainian online stores specializing in the sale of electronics, 17 one-color logos have been singled out. Among them, 6 black logos, 8 blue-sky blue logos, 2 green, and 2 orange logos have been found. 7 out of 8 two-color logos of this group are characterized by the presence of achromatic black or gray colors in combination with sky blue or green colors. In all 4 three-color and 1 multi-color logo of Ukrainian online electronics stores, the presence of one or two achromatic colors (black and white) in combination with bright and rich chromatic colors (blue, red, purple or green) is noted.

During the analysis of sites of 34 online stores of household appliances, 15 two-color, 14 one-color, and 4 three-color logos have been singled out. Among one-color logos of this group, 5 logos are made in blue-sky blue and 4 logos – in orange-red color scheme. Also, 4 one-color linguistic logos of black color and

1 logo of green color of mixed type are identified. 12 out of the 15 two-color logos of this group have two contrasting colors, which are typical for one-color logos, while the remaining 3 logos have one element of blue or sky blue colors. Blue or sky-blue colors are present in 8 out of the 15 two-color logos of the group, and black or gray font elements are found in 11 two-color logos. Three-color logos are designed as a combination of one (black) or two (black, gray, or white) achromatic colors with one or two chromatic colors, one of which must be sky blue.

When analyzing 30 logos of online stores of building materials, 14 two-color, 10 three-color, 4 one-color, and 2 multi-color logos have been singled out. 1 one-color sky-blue logo, 1 blue, 1 red, and 1 burgundy logo are identified. In 12 two-color logos, the entire linguistic part or its elements are made in black (7 units), gray (2 units), or dark blue (4 units) colors, and the graphic part and some elements of the brand name are decorated in red (4 units), orange (4 units), and green (4 units) colors according to the principle of contrast. Multi-color logos of this group are saturated and bright. They are characterized by the combination of black color with the classic triad of sky blue, yellow, and burgundy colors, or four colors located next to each other on the color wheel. Such an analog combination of 2 to 5 colors, located next to each other on the color wheel, creates the impression of calmness and adequacy and has a positive effect on users [1].

The *seventh group* includes logos of online stores that sell furniture and tableware, which often contain elements of red, orange, and burgundy colors. Two-color logos prevail among online stores of these product categories.

Among 30 logos of online furniture stores, 7 one-color logos, 6 of which are black, as well as 15 two-color, 7 three-color, and 2 multi-color logos are found. In 13 two-color logos, combinations of achromatic black (10 units) or gray (3 units) with orange (6 units), burgundy (3 units), red (2 units), pink, and green

colors are identified. Also, two-color logos designed as a combination of two chromatic colors, one of which is orange, are identified. In most three-color logos, a linguistic part made in black color (6 units) is found. Meanwhile among other colors, in contrast to two-color logos, elements of blue, green, or yellow colors prevail.

When studying 33 logos of Ukrainian online stores of tableware, 16 two-color, 10 one-color, and 6 three-color logos have been singled out. Among one-color logos of this group, 4 logos are made in blue-sky blue, and 2 logos – in red-burgundy color scheme. Also, 3 one-color black logos and 1 green logo are identified. In 14 two-color logos, a combination of achromatic black (11 units) or gray (3 units) colors with burgundy (5 units), red (4 units), green (4 units), and yellow (1 unit) colors is found. In 2 two-color logos, a combination of sky blue with blue or red colors is found. In three-color logos, two achromatic colors (black and white) are most often combined with burgundy, gold, and bright pink colors. But with only 1 multi-color logo, it is not possible to identify typical solutions of such logos of this group.

The last *eighth group* includes logos of online stores that sell books and carpets. They are characterized by a variety of bright saturated colors, two-color and one-color solutions. Based on the analysis of 34 sites of online bookstores, it is found that most often they have two-color (17 units) and one-color (14 units) logos. Despite the large number of one-color logos in this group, they all have different color solutions. And among two-color logos, three groups are distinguished. In the color solutions of logos of the first group, black chromatic color is the main one (12 units) and is combined with sky blue (5 units), orange (4 units), red (2 units), or green (1 unit) colors. In the second group (7 units), white chromatic color is combined with red (2 units), blue (2 units), pink (1 unit), violet (1 unit), and blue-green (1 unit) colors. Also, logos that combine two contrasting chromatic colors (purple and

orange) or two related ones (sky blue and blue) are identified. For all three-color and multi-color logos, the presence of black and white elements is typical.

Among the 30 logos of online carpet stores, 10 one-color, 11 two-color, 7 three-color, and 2 multi-color logos are distinguished. Among 10 one-color logos, 6 logos are made in black, and one each in sky blue, purple, red, and pink colors. Most two-color logos are characterized by a combination of one achromatic black (4 units) or gray (3 units) color with different chromatic colors: red, orange, burgundy, sky blue, green, brown, etc. For three-color logos of this group, a combination of one achromatic black or white color with two complementary or related chromatic colors is typical.

The colors of logos are extremely important for brands. Understanding the influence of colors on people's subconscious, it is possible to choose color solutions for logo that will evoke the necessary emotions and reactions in response to certain categories of goods. Color can help to program the appropriate response from the target audience. Therefore, systematized information on the psychological and associative influence of colors on consumers and the relevance of each color to certain market segments is provided in Table 1.

**Conclusions.** The information on the color solutions of logos of Ukrainian online stores, as well as on the psychological and associative influence of different colors on consumers, considering the use of such colors in marketing, is systematized. Typical colors and color combinations for logos of Ukrainian e-commerce brands of various product categories are determined. It is shown that most online stores are characterized by one-color and two-color logos of linguistic and mixed types, which account for more than 80% of all analyzed ones. The exceptions are the logos of online stores of children's goods, where three-color and multi-color logos prevail, in which from 4 to 12 different

chromatic colors are used. Typical color solutions of one-color logos, as well as schemes of color combinations in two-color, three-color, and multi-color logos of online stores of various product categories of linguistic and mixed types, are defined and described. Also, eight groups of online store logos that have similar color solutions are identified and described. It is found that black logos are the most common

and are typical for online stores of all product categories, except for online stores of products for children, eco-products, flowers and plants, household chemicals, and products for sports and recreation, where this color is rarely used. In more than 45% of cases, black color is the only one or the main color in the logos of online stores.

Table 1

Characteristics of typical colors of online store logos

Color	Segments of product categories: active, possible, undesirable	Positive and negative associations with colors. Importance in marketing
1	2	3
Achromatic colors		
Black	<p><b>Active.</b> All categories of premium goods: clothes, wine, antiques, shoes, watches, suitcases, jewelry, décor, perfumes, electronics, furniture, tableware, household appliances, carpets.</p> <p><b>Possible.</b> Building materials, products for sport, flowers and plants, food products, household chemicals.</p> <p><b>Undesirable.</b> Products for children, eco-products.</p>	<p><b>Positive.</b> Power, strength, authority, professionalism, honesty, reliability, seriousness, elegance, prestige, sexuality, expensiveness.</p> <p><b>Negative.</b> Depression, coldness, threat, heaviness, evil, mourning, loneliness, indifference, laziness.</p> <p><b>Importance in marketing.</b> Classic style. The color of logos of premium class products and designer products.</p>
Gray	<p><b>Active.</b> Not identified.</p> <p><b>Possible.</b> Jewelry, décor, antiques, household chemicals, tableware, lighting devices, household appliances, electronics, building materials, carpets.</p> <p><b>Undesirable.</b> Products for children, flowers and plants, eco-products, food products.</p>	<p><b>Positive.</b> Nobility, modernity, elegance, reliability, balance, strength, intelligence, perfection, modesty, confidence, and generosity of the brand.</p> <p><b>Negative.</b> Depression, lethargy, lack of energy, uniformity, lack of trust.</p> <p><b>Importance in marketing.</b> Classic style, elegance, minimalism, prestige, modernity.</p>
White	<p><b>Active.</b> Products for sport, electronics.</p> <p><b>Possible.</b> Décor, antiques, clothes, shoes, wine, watches, flowers and plants, eco-products, household chemicals, tableware, household appliances, building materials, carpets.</p> <p><b>Undesirable.</b> Not identified.</p>	<p><b>Positive.</b> Elegance, purity, clarity, freshness, peacefulness, happiness, power, authority, openness, trust.</p> <p><b>Negative.</b> Coldness, unfriendliness, indifference, isolation, emptiness.</p> <p><b>Importance in marketing.</b> Gives a feeling of free space and cleanliness.</p>
Chromatic colors		
Yellow	<p><b>Active.</b> Lighting devices.</p> <p><b>Possible.</b> Suitcases, products for children, flowers and plants, eco-products, food products, household chemicals, products for sport, tableware, lighting devices, building materials, carpets.</p> <p><b>Undesirable.</b> Clothes, wine, antiques, shoes, watches, suitcases, jewelry, décor, perfumes, electronics, furniture, household appliances.</p>	<p><b>Positive.</b> Optimism, luck, richness, happiness, warmth, light, progress, kindness, joy, motivation, creativeness, intelligence, juvenility, youthfulness.</p> <p><b>Negative.</b> Weakness, jealousy, betrayal, dishonesty, irrationality, fear, carefulness, concern, disappointment. Increased attention. Warning signs.</p> <p><b>Importance in marketing.</b> Stimulates appetite. Attracts attention. Emphasizes innovations. Relevant for young people.</p>

Continuation of Table 1

1	2	3
Chromatic colors		
Orange	<p><b>Active.</b> Products for children, food products.</p> <p><b>Possible.</b> Shoes, décor, wine, watches, flowers and plants, eco-products, household chemicals, products for sport, furniture, tableware, lighting devices, household appliances, electronics, building materials, carpets, suitcases.</p> <p><b>Undesirable.</b> Clothes, perfumes, antiques.</p>	<p><b>Positive.</b> Optimism, positiveness, joy, healthiness, youthfulness, creativeness, accessibility.</p> <p><b>Negative.</b> Excitation, sorrow, disorder.</p> <p><b>Importance in marketing.</b> Attracts attention and calls to action. Causes appetite. Associated with risk, discounts, products for children, handmade products.</p>
Red	<p><b>Active.</b> Food products, products for children, products for sport, furniture, tableware, lighting devices, household appliances, clothes.</p> <p><b>Possible.</b> Shoes, jewelry, décor, watches, flowers and plants, household chemicals, building materials, carpets.</p> <p><b>Undesirable.</b> Jewelry, antiques, perfumes.</p>	<p><b>Positive.</b> Youthfulness, love, life, healthiness, romanticism, happiness, richness, aristocratism.</p> <p><b>Negative.</b> Aggressiveness, danger, anxiety, audacity, excitation, excitement, impulsiveness. Reduces analytical thinking, accelerates and strengthens reactions.</p> <p><b>Importance in marketing.</b> Excitation. Stimulates appetite. Indicates the effect of urgency and faster decision-making. The color of sales and promotions.</p>
Pink	<p><b>Active.</b> Perfumes, products for children.</p> <p><b>Possible.</b> Clothes, décor, flowers and plants, eco-products, furniture, tableware, carpets.</p> <p><b>Undesirable.</b> Products for sport, food products, antiques, lighting devices, household appliances, electronics, building materials.</p>	<p><b>Positive.</b> Sophistication, creativeness, romanticism, femininity, figurativeness, passion, innovations.</p> <p><b>Negative.</b> Immaturity, frivolity, impulsiveness, eccentricity, ephemerality.</p> <p><b>Importance in marketing.</b> Modern, fashionable, aimed at women and children.</p>
Burgundy	<p><b>Active.</b> Clothes, jewelry, wine, suitcases, perfumes, furniture, tableware.</p> <p><b>Possible.</b> Shoes, décor, antiques, watches, plants, food products, products for sport, lighting devices, household appliances, building materials.</p> <p><b>Undesirable.</b> Products for children, eco-products.</p>	<p><b>Positive.</b> Confidence, extravagance, stability, originality, purposefulness, firmness, vigor, exclusivity.</p> <p><b>Negative.</b> Depression, limitation, destructiveness, moderateness, conservatism.</p> <p><b>Importance in marketing.</b> Symbol of elegance and luxury.</p>
Purple	<p><b>Active.</b> Wine, perfumes.</p> <p><b>Possible.</b> Clothes, antiques, products for children, carpets.</p> <p><b>Undesirable.</b> Flowers and plants, eco-products, food products, household chemicals, products for sport, furniture, tableware, lighting devices, household appliances, electronics, building materials.</p>	<p><b>Positive.</b> Creativeness, uniqueness, luxury, expensiveness, elegance, aristocratism, mysteriousness, dignity, wisdom, loyalty.</p> <p><b>Negative.</b> Sorrow, depression, melancholy, loneliness, coldness, indifference, conservatism.</p> <p><b>Importance in marketing.</b> Attracts attention, promotes trust and loyalty. It is liked by children and women.</p>
Sky blue	<p><b>Active.</b> Perfumes, products for children, household chemicals, products for sport, lighting devices, household appliances, electronics.</p> <p><b>Possible.</b> Jewelry, décor, watches, suitcases, flowers and plants, eco-products, food products, furniture, tableware, building materials, carpets.</p> <p><b>Undesirable.</b> Wine, clothes, shoes, décor, food products.</p>	<p><b>Positive.</b> Strength, honor, confidence, safeness, friendliness, reliability, professionalism, peacefulness, tenderness, purity, youthfulness, trust.</p> <p><b>Negative.</b> Conservatism, traditionalism.</p> <p><b>Importance in marketing.</b> Technological, exclusive, and sophisticated goods.</p>

\*Note. Active segments include those in which the color is often present in one-color logos, while possible segments include those in which the color is actively used in two-color, three-color, and multi-color logos.

Continuation of Table 1

1	2	3
Blue	<p><b>Active.</b> Household appliances, household chemicals and appliances, electronics, building materials, products for sport, lighting devices.</p> <p><b>Possible.</b> Clothes, wine, watches, products for children, tableware, carpets.</p> <p><b>Undesirable.</b> Eco-products, flowers and plants, furniture, food products.</p>	<p><b>Positive.</b> Success, trust, dignity, strength, power, comfort, traditionalism, peacefulness, safeness, reliability, authority, professionalism, friendliness.</p> <p><b>Negative.</b> Sorrow, depression, loneliness, coldness, unfriendliness, conservatism.</p> <p><b>Importance in marketing.</b> It is liked by adult men and women. Typical for everyday goods.</p>
Green	<p><b>Active.</b> Flowers and plants, eco-products, food products, household chemicals, products for sport.</p> <p><b>Possible.</b> Suitcases, products for children, furniture, tableware, household appliances, electronics, building materials.</p> <p><b>Undesirable.</b> Clothes, shoes, jewelry, décor, antiques, perfumes, lighting devices.</p>	<p><b>Positive.</b> Environmental friendliness, usefulness, organicity, growth, richness, healthiness, life, novelty.</p> <p><b>Negative.</b> Boredom, stagnation, jealousy, perfection, exhaustion, illness.</p> <p><b>Importance in marketing.</b> Eco-friendly goods. The international sign "Movement is allowed".</p>
Brown	<p><b>Active.</b> Furniture, décor, antiques, shoes.</p> <p><b>Possible.</b> Jewelry, antiques, flowers and plants, eco-products, food products, carpets.</p> <p><b>Undesirable.</b> Products for children, household chemicals, products for sport, lighting devices, household appliances, electronics, building materials, clothes, perfumes.</p>	<p><b>Positive.</b> Naturalness, peacefulness, elegance, seriousness, utility, safeness, richness, experience, durability, traditionalism, coziness.</p> <p><b>Negative.</b> Annoyance, depression.</p> <p><b>Importance in marketing.</b> For goods related to traditions, home comfort, creativity.</p>
Gold	<p><b>Active.</b> Jewelry, watches.</p> <p><b>Possible.</b> Décor, antiques, suitcases, lighting devices, tableware, carpets.</p> <p><b>Undesirable.</b> Products for children, perfumes, shoes, plants, eco-products, food products, furniture, household chemicals and appliances, products for sport, etc.</p>	<p><b>Positive.</b> Luxury, abundance, success, triumph, achievement, elegance, optimism, positiveness, extravagance, passion, charisma, wisdom, demandingness.</p> <p><b>Negative.</b> Greediness, egocentricity.</p> <p><b>Importance in marketing.</b> Status, image products.</p>

Because the logo of the market leader becomes crucial in consumers' memory and influences the perception of competing brands, it is advisable to use the obtained results both in the development of logos of new e-commerce enterprises and in the redesign of existing ones. Monochrome black logos should be used for online stores of premium product categories. Elements of blue or green colors should be present in the logos of online stores of household chemicals and goods for sports and recreation. Green should be the main color in the logos of online stores selling flowers, plants, eco-goods and ecological food products. Conversely, for the logos of online children's goods stores, it is not advisable to

use black color, because it leads to a significant decrease in site conversion. The use of elements of pink and soft purple colors in the logos of online stores of women's and children's goods leads to an increase in sales, and therefore is justified. The presence of orange or bright red colors in logos is perceived by most consumers as a signal of cheap goods or various sales. Therefore, these colors should not be used in the logos of online stores of premium product categories. In further research, it is necessary to analyze the relationship between the color solutions of logos and websites of e-commerce enterprises, depending on the product category and the type of enterprise.

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ВАСИЛЬЄВ О. С., КОЛОСНІЧЕНКО О. В.

*Київський національний університет технологій та дизайну, Київ, Україна*

## ОСОБЛИВОСТІ КОЛІРНИХ РІШЕНЬ ЛОГОТИПІВ УКРАЇНСЬКИХ ІНТЕРНЕТ-МАГАЗИНІВ

**Мета:** виокремити, проаналізувати та систематизувати логотипи українських інтернет-магазинів різних товарних категорій для виявлення характерних особливостей їх колірних рішень.

**Методологія.** Методологічною основою дослідження стали комплексний підхід, методи аналітичного і візуально-аналітичного аналізу об'єктів дослідження, систематизація інформації про різновиди колірних рішень логотипів відомих українських інтернет-магазинів 24 товарних категорій. Вибір підприємств e-commerce було здійснено за допомогою пошукових систем відповідно рейтингів.

**Результати.** Проведено аналіз наукової та практичної літератури стосовно означеної тематики. Систематизовано інформацію про психологічний і асоціативний вплив кольорів на споживачів. На основі аналізу колірних рішень 720 логотипів українських інтернет-магазинів виокремлено та описано їх типові варіанти відповідно різних товарних категорій. Виявлено чіткий взаємозв'язок між колірним рішенням логотипа інтернет-магазину та категорією товарів, що продаються. Визначено та описано типові колірні рішення одноколірних логотипів, схеми поєднання кольорів у двоколірних, триколірних і багатоколірних логотипах лінгвістичного і змішаного типів інтернет-магазинів різних товарних категорій. Виокремлено товарні категорії, логотипи інтернет-магазинів яких мають подібні колірні рішення з наступним об'єднанням їх в групи.

**Наукова новизна.** Систематизовано інформацію про колірні рішення логотипів інтернет-магазинів. Визначено типові кольори та колірні поєднання для логотипів брендів електронної комерції різних товарних категорій. Визначено принципи поєднання кольорів в логотипах інтернет-магазинів різних товарних категорій.

**Практична значущість.** Отримані результати доцільно використовувати при розробці логотипів нових підприємств e-commerce і при редизайні існуючих. Результати дослідження можуть бути використані при подальших наукових дослідженнях з дизайну фірмового стилю сайтів підприємств e-commerce.

**Ключові слова:** дизайн, колір, схема кольорів, підприємство e-commerce, товарні категорії.

ІНФОРМАЦІЯ  
ПРО АВТОРІВ:

**Васильєв Олександр Сергійович**, аспірант, асистент, кафедра мультимедійного дизайну, Київський національний університет технологій та дизайну, ORCID 0000-0003-1255-3756, **e-mail:** aleksandr.vasylievs@gmail.com

**Колосніченко Олена Володимирівна**, д-р мист., професор, професор кафедри мистецтва та дизайну костюма, Київський національний університет технологій та дизайну, ORCID 0000-0001-5665-0131, Scopus 55791007500, **e-mail:** kolosnichenko.ov@knutd.edu.ua

**Цитування за ДСТУ:** Vasyliiev O. S., Kolosnichenko O. V. The Features of Color Solutions of Ukrainian Online Stores` Logos. *Art and Design*. 2023. №4(24). С. 55–69.

[https://doi.org/  
10.30857/2617-  
0272.2023.4.5](https://doi.org/10.30857/2617-0272.2023.4.5)

**Citation APA:** Vasyliiev, O. S., Kolosnichenko, O .V. (2023). The Features of Color Solutions of Ukrainian Online Stores` Logos. *Art and Design*. 4(24). 55–69.