



УДК 7.05:659.126:658.8:391:004.92

VISUAL IDENTIFICATION OF CORPORATE STYLE IN THE MODERN BEAUTY INDUSTRY

WANG Anqi^{1,2}, YATSENKO Maryna²

¹ Kyiv National University of Technologies and Design, Kyiv, Ukraine

² Qilu University of Technology, Jinan, People's Republic of China
W094AQ@163.COM

This study investigates how visual identity systems (VIS) strategically unify design elements – logos, colors, typography, and packaging – to shape brand narratives in the beauty industry. Through analysis of Chinese brands like «Florasis», «Perfect Diary», «Sulwhasoo» and «Pechoin», the research demonstrates how VIS mediates cultural heritage and digital innovation. Findings reveal that cohesive visual systems enhance brand distinctiveness and emotional resonance in competitive markets.

Key words: visual identity, cultural aesthetics, beauty industry, sustainability, digital branding.

INTRODUCTION

In recent times, the beauty industry has experienced a swift transformation, propelled by forces such as innovation, globalization, and the relentless pursuit of personalization by consumers. At the heart of corporate branding within this industry lies Visual Identity Systems (VIS), a foundational element that encapsulates the myriad visual aspects that mirror a company's values and aesthetic sensibilities. These visual elements serve a dual purpose: they not only captivate and attract potential customers but also play a pivotal role in nurturing brand loyalty and differentiating a brand in a market that is already brimming with competitors [1].

Within the ever-evolving landscape of the beauty sector, VIS has emerged as a crucial factor in establishing a brand's authenticity and carving out a niche for itself. In markets such as China, where cultural symbolism coexists with digital consumption, VIS acts as a critical conduit for brand value communication.

Recent scholarly endeavors have shone a spotlight on the role that VIS plays in bridging the divide between generations, particularly in markets where Generation Z consumers reign supreme. This generation values both cultural authenticity and digital engagement, presenting brands with a unique challenge. Despite the significant importance of VIS, there remains a dearth of research exploring how the various components of VIS collectively contribute to creating a cohesive and unified brand style. In response to this gap, this research endeavors to analyze design strategies that adeptly blend cultural narratives with



contemporary trends, thereby addressing the need for a more nuanced understanding of VIS in the beauty industry.

PURPOSE

The work's purpose is to elucidate the strategic unification of design elements – logos, colors, typography, and packaging – in mediating cultural heritage and digital innovation. The investigation focuses on demonstrating how such integration enhances brand distinctiveness, fosters emotional resonance, and positions brands competitively in markets characterized by rapid technological evolution and shifting consumer expectations.

RESULTS AND DISCUSSION

This research seeks to address the existing gap in understanding how VIS components collectively contribute to cohesive brand narratives within the modern beauty industry. By analyzing case studies of prominent Chinese brands, including «Florasis», «Perfect Diary», «Sulwhasoo», and «Pechoin», each brand is characterized by a specific combination of visual strategies [1].

Brands like «Florasis» (Fig. 1, a) integrate traditional Chinese motifs (e.g., porcelain patterns, ink wash aesthetics) into modern logos, bridging historical and contemporary design. In contrast, digitally native brands such as «Perfect Diary» employ minimalist geometric forms, reflecting Gen Z's preference for platform-optimized visuals (Fig. 1, b).



Fig. 1. Brands in China's modern beauty industry: a – «Florasis»; b – «Perfect Diary»; c – «Sulwhasoo»; d – «Pechoin»

Industry color strategies diverge: neutral tones signify purity and luxury (common in botanical skincare), while vibrant hues signal technological innovation. Metallic finishes and gradients further elevate perceived sophistication. Notably, Korean brand Amorepacific's «Sulwhasoo» line uses gold to evoke traditional hanbok colors, demonstrating cross-cultural VIS adaptations (Fig. 1, c).

Serif fonts dominate heritage-focused brands, symbolizing craftsmanship, while sans-serif typography aligns with brands promoting scientific advancements. Emerging hybrid styles blend calligraphic elements with clean lines, catering to dual demands for tradition and futurism.



Eco-conscious designs, such as the use of biodegradable materials and reusable containers, are increasingly being integrated into VIS. For example, the «Pechoin» brand demonstrates its commitment to environmental protection through its minimalist packaging and material choices. This aligns perfectly with Pechoin's environmental philosophy (Fig. 1, d).

To sum up, case studies indicate that consistent VIS strengthens consumer loyalty by enhancing memorability. Additionally, digital adaptability – such as AR-enabled logos – positions brands as market leaders [2].

CONCLUSIONS

Corporate visual identity plays a crucial role in shaping the modern beauty industry. Brands forge connections with their target audiences by carefully crafting their identities through logos, color schemes, typography, and imagery. The study found that a positive brand image also significantly influences purchasing decisions, as consumers prefer products that are recognized for their quality, safety, and popularity.

Visual identity systems serve beyond mere aesthetics; they are strategic assets in beauty branding. Effective VIS balances cultural richness with technological advancements. Future research ought to investigate how VIS evolves in response to AI-driven design trends and virtual branding strategies.

REFERENCES

1. Cerdá-Vilaplana M., Ortiz-Diazguerra M.J., Vilaplana-Aparicio M.J. Print advertising of cosmetics in Spain and its visual characteristics. *VISUAL Review. International Visual Culture Review / Revista Internacional de Cultura*. 2022. Vol. 10 (2). P.1-13. DOI: <https://doi.org/10.37467/revvisual.v9.3579>
2. Hakim A., Sugihantoro H., Maulina N., Nasichuddin A., Setiawan A.M., Nicotiana D.A. The Influence of Perception of Halal Labels and Brand Image on Cosmetic Purchasing Decisions Among Millennials. *Indonesian Journal of Halal Research*. 2024. Vol. 6(2). P.110-119. DOI: <https://doi.org/10.15575/ijhar.v6i2.37077>

ВАН Аньці, ЯЦЕНКО М.

ВІЗУАЛЬНА ІДЕНТИФІКАЦІЯ ФІРМОВОГО СТИЛЮ В СУЧАСНІЙ ІНДУСТРІЇ КРАСИ

У роботі розглянуто, як системи візуальної ідентичності (VIS) стратегічно об'єднують елементи дизайну – логотипи, кольори, типографіку та упаковку, – для формування наративів брендів у індустрії краси. За допомогою аналізу китайських брендів, таких як «Florasis», «Perfect Diary», «Sulwhasoo» та «Pechoin», дослідження демонструє, як VIS поєднує культурну спадщину та цифрові інновації. Результати показують, що цілісні візуальні системи підвищують впізнаваність бренду та емоційний резонанс на конкурентних ринках.

Ключові слова: візуальна ідентичність, культурна естетика, б'юті-індустрія, сталий розвиток, цифровий брендинг.