VI Міжнародна науково-практична конференція
«АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО ДИЗАЙНУ»
Київ, КНУТД, 04 квітня 2025 р.

УДК 7.05:659.126.8

CORPORATE SOUVENIR DESIGN: BEST PRACTICES AND DEVELOPMENT TRENDS

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The paper examines the significance of corporate souvenir design, the importance of corporate style and its elements for strengthening the company's image and defining its cultural identity. It explores how best to combine various advertising elements in souvenir design.
Keywords: *Company souvenirs, Logo design, Shape, Material connotations, Graphic design.*
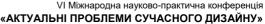
INTRODUCTION

In the highly competitive business world, company souvenirs play a crucial role in brand promotion and relationship building. They serve as tangible representations of a company's values, culture, and identity. The design of these souvenirs, especially considering logo design, shape, and material connotations, can significantly impact their effectiveness. A well-designed souvenir can leave a lasting impression and strengthen the bond between the company and its stakeholders.

PURPOSE

The main purpose of this study is to develop a comprehensive framework for designing company souvenirs. This involves understanding the importance of logo integration, choosing appropriate shapes that convey the company's essence, and selecting materials with meaningful connotations.

RESULTS AND DISCUSSION

The company logo is the core visual identity. When incorporated into souvenirs, it should be done in a creative and prominent yet harmonious way. For example, if the logo has a unique geometric pattern, it can be replicated or adapted as a decorative element on the souvenir [1]. This could be engraved on a metal keychain or printed on a fabric tote bag. The color scheme of the logo should also be maintained to ensure brand consistency. A logo with vibrant colors can add a lively touch to the souvenir, making it more eye-catching. The shape of the souvenir can communicate a lot about the company. A tech company might choose a sleek, modern, and angular shape to represent innovation and cutting-edge technology. For instance, a USB drive in the shape of a futuristic cube or a pen with a streamlined, minimalist design. On the other hand, a company in the hospitality industry could opt for a more organic and inviting shape, like a heart-shaped

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coaster or a round, soft plush toy. The shape should be selected based on the company's industry, values, and the emotions it wants to evoke. Materials carry their own set of meanings and associations. Wood can give a sense of warmth, durability, and naturalness [2]. A wooden desk organizer with the company logo engraved on it can convey a professional and earthy feel. Metal, such as stainless steel or aluminum, implies strength, modernity, and reliability. A metal business card holder or a commemorative plaque made of metal can enhance the company's image of quality and sophistication. Fabrics like silk can add an element of luxury and elegance, suitable for a high-end fashion or beauty company's scarf or tie as a souvenir.

CONCLUSIONS

The design of company souvenirs is a multi-faceted process that requires careful consideration of logo design, shape, and material connotations. By effectively integrating these elements, companies can create souvenirs that are not only practical and attractive but also serve as powerful brand ambassadors. These souvenirs can enhance brand recognition, strengthen relationships with clients and employees, and contribute to the overall success of the company in the market. Future research could explore more innovative ways to combine these design elements and adapt them to different cultural and market contexts.

Please note that this is a basic framework for a conference paper and may need further refinement and expansion based on specific research and examples related to the actual company and its souvenir design requirements [3].

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ЧУБОТІНА І., ЦЮ Юйцін
КОРПОРАТИВНИЙ ДИЗАЙН СУВЕНІРІВ: КРАЩІ ПРАКТИКИ ТА ТЕНДЕНЦІЇ РОЗВИТКУ

В роботі розглянуто значення корпоративного дизайну сувенірів, важливість фірмового стилю та його елементів для зміцнення іміджу компанії та визначення її культурної ідентичності. З'ясовано, як найкраще комбінувати різні рекламні елементи в дизайні сувенірів.

Ключові слова: *фірмові сувеніри, дизайн логотипу, форма, матеріальні конотації, графічний дизайн*