

## SECTION 12.

### PHILOLOGY AND JOURNALISM

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## ADAPTING ENGLISH TEXT IN LOGO DESIGN

Creating a brand is a crucial element of a successful strategy for promoting a company in an unstable market. The visual identity of the enterprise should convey the company's core mission and values.

The logo is one of the important components of a relevant identity for a successful modern enterprise. Recognizability, attractiveness, ability to evoke positive emotions, create emotional connections makes this element effective in attracting potential customers. Additionally, a logo can also serve to protect a company's copyright.

A logo provides visual contact, which is one of the key components of multimodal interaction with the target audience. It serves as an identifier, symbol, reflects the company's mission, and is part of the corporate style. A well-designed logo helps to stand out among competitors, evoke positive associations, be memorable, and thus help promote goods or services. This is especially relevant for new young companies.

Words can have various functions, including expressive and aesthetic ones. The conventionality of vocabulary as a semiotic sign expressing certain content [1, 68] and its sociocultural interpretive features provide significant potential in creating modern logo design.

Modern computer-mediated communication offers additional opportunities for increasing company recognition through the use of logos. The digital transformation of society, along with the development of information and communication technologies, the mitigation of age and sociocultural boundaries, and the use of modern means of communication, along with the spread of English as a lingua franca, stimulate the potential use of English or English-like words in company logos.

In recent decades, the number of English-speaking interlocutors has grown steadily to more than 2.3 billion people [2, 115]. Representatives of different linguistic and cultural backgrounds use English as an intermediary language in the communication process. The international nature of the English language helps companies expand their audience by using English or English-like words in their logos. The trend of using English loanwords also attracts potential target audiences.

Companies often use their company name written in Latin letters or English words to reflect their unique activities in their logo. It is important that such words are legible, easy to read, and understand. This way, potential customers can easily remember and identify the company. The minimalist approach and conciseness in the design of the logo allow for its universal use across various sizes, including limited spaces. The unique appearance should not interfere with the overall synergy of all corporate style elements.

To increase the visual impact, text logos can use the original font [3, 53] as a significant element of corporate identity. A properly chosen font can convey the mood of the text, emotionally

engage the target audience. Depending on the impression that the designer wants to create, fonts can be strict, conveying practicality and reliability, or more decorative, more emotional and individual. The font should be consistent with the overall concept and organization of the logo.

Unique elements of writing and graphic design of the font are associated by the consumer with the style of a particular brand, and also distinguish it from competitors.

Designers often fill the logo with additional graphic elements, individual symbols that facilitate perception, stimulate subconscious image creation. These elements are visually appealing and attract attention, ultimately contributing to the company's market promotion.

Building an impactful logo requires expertise in psychology, design, style, and marketing. It is important to maintain harmony and preserve the basic logic of the logo as part of the corporate style, including the corporate font and colors, to ensure the logo remains associated with the company's identity.

### **References:**

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