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N. Khymytsia

Candidate of Historical Sciences, Associate Professor, Lviv Polytechnic National University, Lviv, Ukraine

nataliia.o.khymytsia@lpnu.ua

<https://orcid.org/0000-0003-4076-3830>

V. Prysiazhna

Student, Department of Social Communications and Information Activity, Lviv Polytechnic National University, Lviv, Ukraine

viktorii.prysiazhna.sk.2021@lpnu.ua

<https://orcid.org/0009-0001-2998-9698>

VISUAL AND VERBAL ELEMENTS OF THE COMPREHENSIVE IMAGE CODE AS IMPORTANT COMPONENTS OF LIBRARY BRANDING

The relevance of the article. The comprehensive image code of libraries integrates visual and verbal elements to create a holistic perception of the institution. The logo, colors, interior design and social media form the first impression, and the slogan, mission and tone of communication emphasize values and identity. Consistency of content increases trust, recognition and audience involvement, especially in the digital environment through interactivity and creativity.

The purpose of the article is to analyze the visual and verbal elements of the comprehensive image code in library branding, as well as to identify methods of their integration to improve communication efficiency and form a unique image of the library.

The methodology. To achieve the goal, a literature analysis was used (review of scientific works and publications devoted to the image and brand of libraries); case studies (brand analysis of four libraries, covering their visual and verbal elements); practical analysis: consideration of visual (logo, colors, interior, social networks) and verbal (slogan, content, tone of communication) components of the brand; comparative analysis (identification of successful branding practices).

The results. The visual elements of the complex brand image code (logo, color scheme and interior design) were analyzed, which play a key role in forming the first impression of the library. The verbal elements of libraries (slogans, mission statement and tone of communication) were studied, which reinforce library values and contribute to establishing an emotional connection with the audience. Each library uses a unique set of visual and verbal elements that correspond to its mission and target audience. All institutions demonstrate the importance of integrating these elements to create a holistic brand that helps build trust among users.

The scientific novelty. The novelty of this study lies in the comprehensive approach to studying the synergy between the visual and verbal components of library branding. Integrating various methodologies — in particular, case studies of famous libraries (for example, the Boston Public Library, the Berlin State Library, the Odesa National Scientific Library, and the Rosenheim Library) reveal effective practices for forming a single image code.

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The practical significance. The materials and conclusions of the study can be used to develop branding and image building of library institutions.

Conclusions. The complex image code of a modern library is an effective tool for forming its brand through the integration of visual and verbal elements. Successful branding enhances audience recognition, engagement, and trust, contributing to the modernization of the library in the information society.

Keywords: *brand, branding, image, library institutions, visual content, verbal content, communication, social communications.*

Н. О. Химиця

кандидат історичних наук, доцент, Національний університет «Львівська політехніка», м. Львів, Україна

В. М. Присяжна

студент, кафедра соціальних комунікацій та інформаційної діяльності, Національний університет «Львівська політехніка», м. Львів, Україна

ВІЗУАЛЬНІ ТА ВЕРБАЛЬНІ ЕЛЕМЕНТИ КОМПЛЕКСНОГО КОДУ ІМІДЖУ ЯК ВАЖЛИВІ СКЛАДОВІ БРЕНДИНГУ БІБЛІОТЕКИ

У статті розглядається роль візуальних і вербальних елементів у формуванні комплексного коду іміджу бібліотек як важливого складника їх брендингу. Застосовано комплексний підхід до аналізу синергії між візуальними та вербальними компонентами бібліотечного брендингу. Аналізується вплив таких візуальних компонентів, як логотип, кольорова гама, дизайн інтер'єру та активність у соціальних мережах, а також вербальних елементів, включно з місією, слоганом і тоном комунікації, на створення цілісного бренду. Застосовуючи методи аналізу літератури, кейс-стаді та порівняльного аналізу, дослідження ідентифікує ефективні практики брендингу, зокрема на прикладах бібліотек Бостона, Берліна, Одеси та Розенгайма. Обґрунтовано, що інтеграція візуальних і вербальних елементів комплексного іміджевого коду сприяє підвищенню довіри, впізнаваності та залученості аудиторії, забезпечуючи бібліотекам конкурентоспроможність у цифровому середовищі. Результати дослідження можуть бути використані для вдосконалення брендингу та іміджування бібліотечних установ.

Ключові слова: *бренд, брендинг, імідж, бібліотечні установи, візуальний контент, вербальний контент, комунікація, соціальні комунікації.*

Introduction. The comprehensive image code in the branding of modern libraries works through the integration of visual and verbal elements to create a unique and holistic perception of the institution among the target audience. Its mechanism lies in visual presentation, as the logo, colours, interior design, and stylised social media posts form the first impression and are memorable. A comprehensive image code ensures verbal communication: slogan, mission, vision, and tone of voice emphasise the library's values and identity. Consistency of visual and textual content across all communication channels builds audience trust and brand awareness. In digital environments, such as websites and social media platforms, integrated code ensures effective communication and user engagement through creative content and interactivity. Thus, the visual and verbal

elements of the integrated image code not only communicate information, but also create positive emotions and commitment to the library's brand.

Related works. The importance of the library's advertising and information activities is discussed in the study Z. Petrushkevych and Z. Мyna (2020). The authors write about the importance of forming a personal image, personal style, and personal character of libraries with long-standing traditions. In the context of advertising and information activities, attention is drawn to the prospects of using such type of advertising as printed materials. According to the study, one of its main advantages is the ability to simultaneously address a wide audience, and even that part of it that does not visit the library. The main purpose of the article by O. M. Vasylynyna, L. I. Derevianko, S. M. Doroshenko (2022) is to analyse the main components of the library's communication and image policy and to identify methods of optimising the library's activities in social media. The authors provide recommendations for the promotion of library activities and modernisation of the library's image in the Internet environment. The article by D. L. Liashuk (2023) is devoted to the analysis of the formation of a positive image of modern libraries as an important aspect of their activities in the information society. The emphasis is placed on the role of advertising as a key tool in creating a favourable image of the library in society. The main components of image formation are considered, including professional ethics of employees, design of the official website, public relations, premises design and advertising activities. Examples of effective use of social networks to promote library services among young people are given. Based on the study, recommendations for improving the image policy of libraries in Ukraine are developed. The article by N. Khymytsia and M. Kuchma (Khymytsia, & Kuchma, 2021) describes the features of positioning of German university libraries in the interactive space through the official website, analyzes the technologies of positioning of the library institution and approaches to library image-making in Germany. Also, the issue of advertising is studied by M. Samsonov (2012) and I. Tereshchenko (2016). These scientists develop the issues of advertising in the online environment, study visual content.

The purpose of our study is to analyse the main components of the complex image code of libraries in branding, including visual and verbal elements, and to identify methods of their integration to improve communication efficiency and form a unique image of the library.

Research results. In this paper, we analysed the visual and verbal components of the complex code of four libraries: the Boston Public Library, the Berlin State Library — Prussian Cultural Heritage, the Odesa National Scientific Library, the Rosenheim Library.

1. The Boston Public Library.

Logo: The logo of the library includes a stylised open book with the inscription “Boston Public Library” (Fig. 1).



Fig. 1. The logo of Boston Public Library.

The slogan of the Boston Public Library is “Free to All” which emphasizes its core mission to be open to all, to promote education and community development. This principle is also reflected in the historic inscription on the Central Library building: “the Boston Public Library built by the people and dedicated to the advancement of learning. The Commonwealth requires the education of the people as the safeguard of order and liberty”.

The tone of the library’s communication: the Boston Public Library uses a friendly, inclusive, and community-oriented tone of communication. The institution positions itself as a vital resource for all members of the community, emphasising accessibility, equity and sustainability in its messages (Fig. 2).

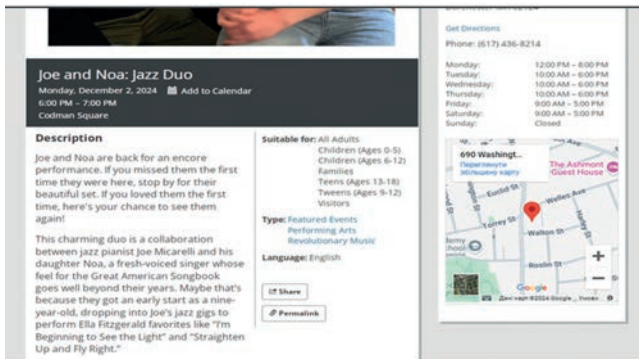


Fig. 2. Post as an example of the tone of communication of the Boston Public Library

The tone of Boston Public Library brand communication emphasises:

- inclusivity, i.e., creating an equitable environment, supporting diversity in hiring practices, and providing resources to underserved communities;
- community engagement: the library positions itself as a community centre, offering a safe and inspiring space for learning and interaction;

- adaptability and innovation: the library emphasises its ability to adapt to challenges such as the COVID-19 pandemic by balancing physical and virtual services and implementing cutting-edge technologies;
- environmental and social responsibility: Sustainability is central to their mission, reflected in the design of their green buildings and environmentally friendly initiatives.

These characteristics of the tone of communication are consistent with the library's strategic vision of serving as a community pillar while addressing contemporary social challenges.

The analysis of the library's content was based on posts on Instagram, where the Boston Public Library promotes values such as access to knowledge and culture, community engagement through events and programmes, diversity through inclusive collections and initiatives, and a commitment to innovation in library services. Content often highlights free resources, cultural preservation, and the role of the library as a cornerstone of the community (Fig. 3).

The design of the library is based on pastel and neutral colours. The walls are painted in a light, beige colour, which creates a sense of space and tranquility. The ceiling has a richer colour, cream or light brown, which adds depth to the interior. Furniture such as bookshelves, tables and chairs are made of dark wood, which contrasts with the light walls and ceiling. The architectural design of the library impresses with its classical elegance. High ceilings with arches, large windows letting in lots of natural light create a sense of space and grandeur. Decorative elements, such as mouldings on the ceiling, add sophistication to the interior. The arrangement of tables and chairs promotes concentration and comfortable reading (Fig. 4).

The design and colour palette of the Boston Public Library reflects a blend of modern functionality and historical heritage, tailored to the needs of users. The

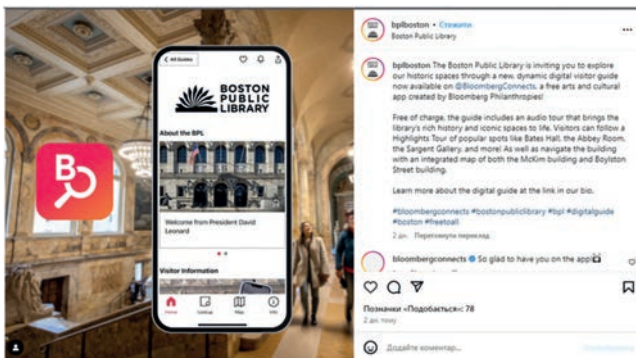


Fig. 3. An example of the Boston Public Library's content on Instagram

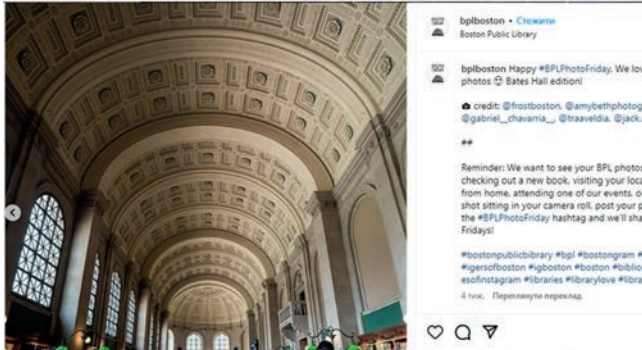


Fig. 4. Design of the reading room of the Boston Public Library

overall colour strategy emphasises the library's dual identity as a historic institution and a modern community centre. This approach helps the Boston Public Library to remain a cultural and educational landmark.

2. The Berlin State Library — Prussian Cultural Heritage (German — The Staatsbibliothek zu Berlin — Preußischer Kulturbesitz).

Logo: The library logo includes an image of a stylised eagle on a blue background with the words “Staatsbibliothek zu Berlin — Preußischer Kulturbesitz” (Fig. 5).



Fig. 5. The logo of the Berlin State Library — Prussian Cultural Heritage

The Berlin State Library — Prussian Cultural Heritage does not have a slogan.

The tone of the library's communication is generally informative, inviting, friendly, and optimistic (Fig. 6).



Fig. 6. Example of communication tone of the Berlin State Library — Prussian Cultural Heritage

Based on the analysis of the library's posts on Instagram, it can be concluded that the institution promotes several core values through its content:

- Cultural heritage and its preservation: The library emphasises its role as a custodian of national and world cultural heritage. It emphasises its efforts in preserving and restoring historical collections, manuscripts, maps and other unique materials, ensuring their accessibility for future generations;
- Innovation and accessibility: The Library puts considerable emphasis on making its vast collection (over 32 million items) accessible to a global audience. The library is investing in digitisation, modern cataloguing and efficient service systems to facilitate research and learning;
- Supporting research and education: The library is committed to empowering its users in their research and professional activities. Through specialised consultations, educational resources and public exhibitions, it supports researchers, students and the general public;
- Diversity and inclusiveness: Content often emphasises the library's role in providing literature and resources about different cultures, languages and courses of study, reflecting a commitment to global knowledge exchange;
- Environmental Responsibility: The library demonstrates a modern approach to balancing heritage preservation with environmental practices.

As can be seen from the library's visual content on Instagram¹, the institution's corporate identity is focused on emphasising its long history and relation to Prussian cultural heritage. This is reflected in the use of classic fonts, traditional symbols, and a restrained colour scheme.

The colour palette of the interior design is based on white, which is used as the main colour for the walls, ceilings and most of the furniture. It visually expands the space, gives a feeling of cleanliness and freshness. Grey complements white, adding depth and contrast. This colour is used for floors, some furniture elements and shelving. Warm shades of brown, used for furniture, beams and other wooden elements, add naturalness and cosiness to the interior (Fig. 7).

Minimalism prevails in the design of the library: the design of the room is simple and functional, and the absence of unnecessary details helps to concentrate on reading and work. The use of large windows and open shelving creates a sense of space and lightness. Despite the open space, the room is visually divided into zones using different floor levels, shelving and plants. This creates a more cosy atmosphere for reading. Also, light is used to create different zones in the room: central lamps provide general lighting, while local lamps emphasise individual zones. Plants are the main element of the decor: they not only liven up the interior, but also improve air quality.

1 <https://www.instagram.com/p/CaRbfhs4Nd>



Fig. 7. Reading room of the Berlin State Library — Prussian Cultural Heritage

3. The Odesa National Scientific Library¹

Logo: Looks like a geometric fan-shaped image of palm leaves with 11 green rays on a white background, accentuated by a wavy green line in the form of an open book, combined with the name “Odesa National Scientific Library” (Fig. 8).



Fig. 8. The logo of the Odesa National Scientific Library

The library does not have a slogan.

The tone of the library’s communication was analysed on the basis of Facebook content. The tone of the Odesa National Scientific Library brand generally uses an official, but at the same time friendly and informative tone. The library’s content focuses on the intellectual and cultural value of knowledge, the importance of preserving historical and literary heritage, as well as on contemporary topics of interest to readers, including socio-economic issues and the history of Ukraine. The library actively adapts to the needs of its users, for example, by launching new services and promoting contemporary literature and publications that meet the interests of different audiences. The library also emphasises its role as a research platform for historians and cultural studies, promoting respect for historical memory and the relevance of cultural studies (Fig. 9).

1 Odesa National Scientific Library. (n.d.). Official website. Retrieved 29 September 2024 from <https://odnb.odessa.ua/>

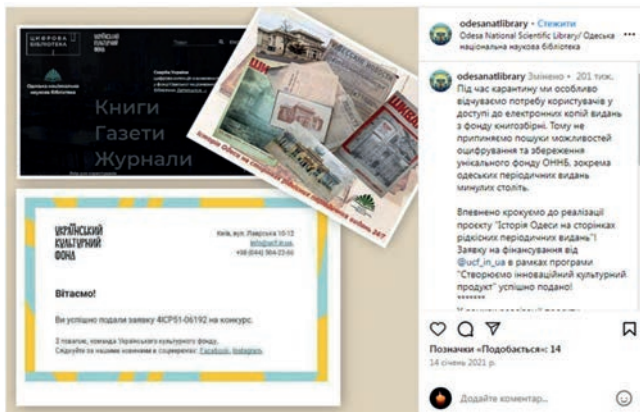


Fig. 9. An example of the content of the Odesa National Scientific Library shared on Facebook

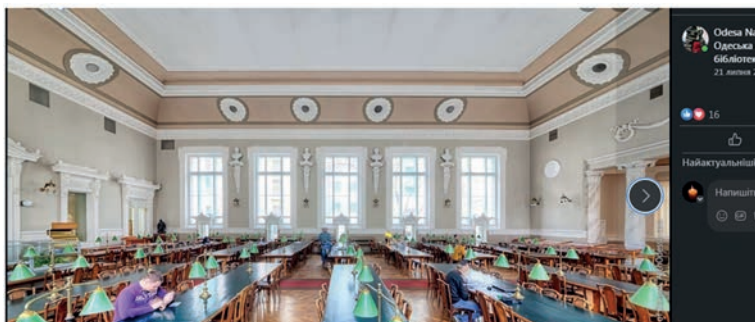


Fig. 10. Reading room of the Odesa National Scientific Library

The library's corporate identity is laconic and modern. It reflects the core values of the library — knowledge, tradition and innovation. The colour palette of the library design includes the following main colours: white (occupies the largest area, is present on the ceiling, walls, and most of the furniture); grey (used to create a contrast with white, is present on the walls and some decorative elements and adds depth and sophistication to the interior); green (is present in the form of green lampshades on the lamps, the colour calms and promotes concentration); brown (adds warmth and naturalness to the interior). The design of the room is based on a classic style with elements of neoclassicism. This is evident in the high ceilings, large windows, stucco mouldings on the ceiling and walls, and massive wooden furniture (Fig. 10).

4. The Rosenheim Library - Stadtbibliothek Rosenheim.¹

The logo of the Rosenheim Library consists of simple geometric shapes: a square and lines. This creates a sense of orderliness, stability and modernity. The use of grey and red colours adds contrast and appeal to the logo. Grey is associated with knowledge, wisdom and neutrality, while red is associated with energy, dynamism and passion for reading (Fig. 11).



Fig. 11. The logo of the Rosenheim Library

The library's slogan is — “Der Mediendealer eures Vertrauens”, which means ‘A media dealer you can trust’.

The tone of communication at the Rosenheim Library is friendly, open and inviting. The library encourages interaction and discussion with users, using an informal communication style and an inclusive approach to all age groups. The Rosenheim Library actively promotes the following core values through its Instagram content:

- Inclusivity and diversity: The library strives to be an open, welcoming space for all members of the community, regardless of background. The library focuses on providing access to a wide range of information and services, ensuring that all users can feel equally treated and supported;
- Cultural development: Through its programmes and partnerships, the library seeks to promote democratic participation and cultural inclusion for all, enabling people to engage in public debate and personal growth. The City Library also focuses on education for all ages, from children to adults, emphasising the importance of lifelong learning;
- Sustainable development: the library emphasises environmental responsibility in its activities and offers programmes related to sustainable practices, promoting awareness of environmental issues;
- Digital transformation: the library actively embraces digital technologies and innovations, offering resources and opportunities for digital learning, critical thinking about the digital world, and collaboration in a changing technological landscape.

These values are reflected not only in the library's Instagram posts, but also in the library's overall mission and vision of education, participation and engagement in public education.

¹ Stadtbibliothek Rosenheim (n.d.). Official website. Retrieved September 29, 2024, from <https://stadtbibliothek.rosenheim.de/veranstaltung/bilderbuchkinos-fuer-alle-1>

The library's corporate identity is minimalist, emphasising the focus on information and knowledge. The use of modern fonts and colours demonstrates the library's desire to update and adapt to the needs of modern society. The simple and clear design of the logo and the absence of unnecessary elements demonstrate the library's user orientation and desire to provide convenient access to information.

Warm shades of brown were used in the design of the Rosenheim Library, creating a cosy atmosphere. Wooden ceiling beams, shelves and furniture add warmth to the room and visually bring it closer to nature. The walls are painted white, which visually expands the space, adds light and creates a sense of purity. White also serves as a backdrop for other colours in the room. Some decorative elements, such as blue panels on the tables, add contrast and freshness. Light metal lighting elements create a modern accent and provide ample lighting. The architectural design of the Rosenheim Library has the following other features:

- The high ceilings with wooden beams create a sense of space and emphasise the special architectural style of the building;
- The two-storey structure with a balcony visually divides the space into zones, but at the same time maintains a sense of unity;
- The interior is decorated in a minimalist style, which allows you to focus on the main thing — books;
- The furniture (tables, chairs) is simple and functional, which provides comfort for reading;
- The use of natural materials (wood, metal) creates a healthy and environmentally friendly atmosphere (Fig. 12).

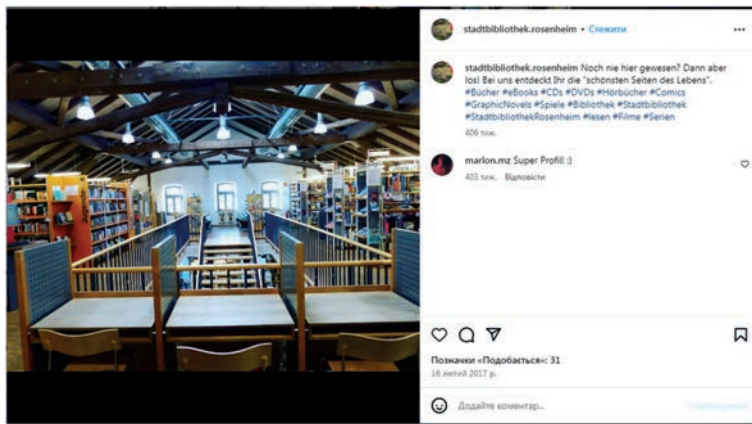


Fig. 12. Reading room of the Rosenheim Library

Consequently, each library uses a unique set of visual and verbal elements that are appropriate to its mission and target audience. All institutions demonstrate the importance of integrating these elements to create a coherent brand that builds trust and recognition among users. The Boston Public Library highlights its historical significance and accessibility through its logo, color palette, and classic interior, aligning with its mission to provide education for everybody. The slogan “Free to All” features prominently in materials and publications. The Berlin State Library uses an eagle and a defined color palette to emphasize cultural heritage and accessibility, integrating historical photos into modern branding. The Odesa National Scientific Library’s logo and colors symbolize knowledge and trust, supporting its mission of promoting intellectual and cultural values through exhibitions and social media. The Rosenheim City Library reflects modernity and inclusiveness with minimalist designs and a slogan that reinforces its support for digital transformation.

Conclusions. A comprehensive image code is fundamental to an organisation’s branding, as it integrates visual and verbal elements that form a holistic perception of the brand. It provides: 1) brand recognition: the logo, colour palette, and communication style create associations that stick in the minds of the target audience; 2) trust and loyalty: consistent messages (mission, values) form an emotional connection with customers; 3) competitive advantage: a unique code sets an organisation apart from others; 4) coordination of communications: a single style facilitates effective communication through various channels. Thus, a comprehensive image code strengthens the brand’s position and increases its effectiveness.

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