

Інформаційні технології

Simonov Mykhailo

CEO, Vision Lab Studio,

(Ukraine, Kharkiv)

IMPLEMENTING A CORPORATE IDENTITY FOR A WEB DEVELOPER AS PART OF ENHANCING BRAND RECOGNITION

Summary. *A web developer's corporate identity is a multi-level strategic asset that integrates visual, functional and emotional components. It strengthens market position, increases trust, facilitates targeted communication and forms a long-term reputation in the rapidly changing digital world.*

Key words: *programming, information, information technology, design, website.*

Today, the significance of corporate identity in the professional work of a web developer cannot be underestimated. It serves not only as an aesthetic element, but also as a strategic tool for ensuring competitiveness and sustainable communication with target audiences in a rapidly evolving digital landscape.

In a highly competitive environment, where many professionals and studios vie for customer attention, corporate identity acts as a differentiating factor. A distinctive visual identity, including a logo, harmonious color scheme, typography, and UX/UI elements, creates a recognizable brand image that sets the developer apart from competitors. This unique identity creates a cognitive anchor that associates the developer with high-quality work and a specific approach to projects.

A professionally developed corporate identity can help build trust among potential customers. This is achieved through visual integrity, which is manifested in carefully designed portfolios, responsive websites, and profiles on

professional platforms. These elements signal a high level of competence and attention to detail, as well as a commitment to quality standards.

This approach is especially important when considering the first impression that a customer forms in seconds of interaction with a brand's visual elements. A well-crafted identity can leave a lasting impression and help establish trust and credibility.

Corporate identity also serves as a means of targeting, allowing developers to tailor their services to specific audiences. For instance, a minimalist style with a focus on functionality and neutral colors may be suitable for startups and technology companies, while more creative solutions with bright colors and animations might appeal to representatives of the media or creative agencies.

This targeted approach enhances the relevance of the brand to its chosen niche, fostering an emotional connection with customers who share similar values. The goal of researching a web developer's corporate identity in the context of brand awareness is to understand the formation of the developer's professional identity, translating their philosophy, values, and unique approach. It is not just a visual representation, but a conceptual narrative that reflects the personality and corporate culture of the studio.

The study of the corporate identity of web developers requires a systematic approach that includes both analytical and creative methods aimed at evaluating the current branding, its perception and effectiveness in the context of the goals of the web developer. The following are the main research methods structured for complex analysis: audit of visual and functional elements (Brand Identity Audit), Competitive Benchmarking, target audience analysis (Audience Research), etc.

In today's world, it is essential for web developers to adapt to the current trends. Customers demand not only technical expertise but also aesthetic standards, such as responsive design, microanimations, interactive elements,

and integration with emerging technologies like AI and blockchain. Corporate identity that reflects knowledge of these trends becomes an indicator of a developer's professional relevance and willingness to innovate.

In a globalized market, where freelance platforms and outsourcing increase price competition, corporate identity can be used to justify the premium price of services. This not only increases the perceived value but also creates a long-term competitive advantage by building customer loyalty.

Sometimes it may seem that web development is becoming a thing of the past, with website builders and mobile applications taking over. However, according to statistics, the number of websites on the internet continues to grow. This means that web development remains relevant (see Fig. 1).

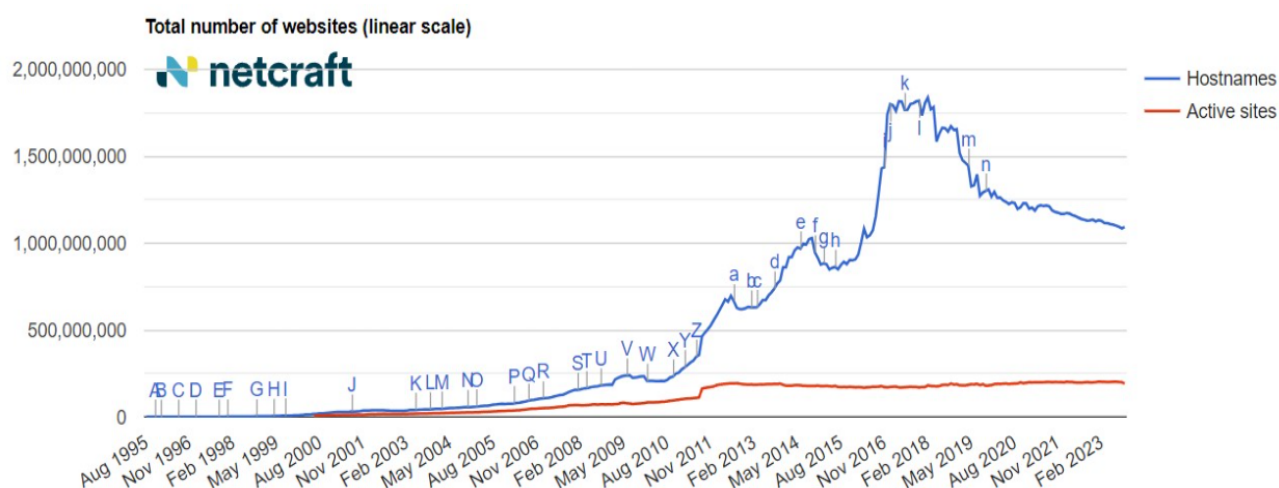


Fig. 1. Statistics on the number of sites on the Internet [2]

As of 2022, it is estimated that there are approximately 26 to 30 million web developers around the world, and this number continues to increase due to the growing digitalization of businesses and the proliferation of online services. The largest concentrations of specialists can be found in North America, Europe, and Asia, where India and China are especially active. Latin America and Africa make up approximately 10 to 15% of the market.

In terms of technologies, HTML and CSS are the main tools that most web developers master, and JavaScript remains the leader in front-end development. It is used by approximately 65 to 70% of developers, with popular frameworks such as React, Angular, and Vue.js. For backend development, Node.js is most commonly used, along with PHP, Python, Ruby, and Java.

By type of employment, approximately 60% of web developers' work in companies on a full-time basis, 30-35% are freelance, and the remaining 5-10% are involved in education and research. The average age of a web developer is around 28-32 years, with 2-7 years of experience, as many learn the profession through online training on their own.

Regional distribution:

- North America accounts for about 20-25% of all web developers, and large technology companies and startups are concentrated here.
- Europe – approximately 25-30%, with a strong concentration in Western and Northern European countries.
- Asia – 30-35%, mainly India, China, South Korea and Southeast Asian countries are actively developing the IT sector.
- Latin America and Africa account for about 10-15%, where infrastructure and the digital economy are growing rapidly.

It is expected that the number of specialists in this field will increase by 8-10% annually over the next five years, due to technological development and the expansion of digital services. This information is supported by international research reports, such as the Stack Overflow Developer Survey and the GitHub State of the Octoverse.

The Stack Overflow Developer Survey provides salary data for IT specialists from countries such as Ukraine, Germany, India, the United States, and the United Kingdom.

The average salaries for web developers vary greatly around the world, depending on the country, experience, and specialization. In the United States,

average annual salaries range from \$70,000 - \$110,000 per year. In Canada, they are approximately \$60,000 - \$90,000 annually. In Western Europe, such as Germany, Great Britain, and the Netherlands, salaries typically range from €40,000 - €70,000 per year. Meanwhile, in Eastern Europe, like Russia and Ukraine, average salaries are closer to €15,000 - €30,000 annually. In Asia, particularly in India and China, web developers earn an average of \$8,000 - \$15,000 and \$15,000 - \$25,000 respectively.

In Latin America and Africa, salaries for web developers are usually lower than in other parts of the world. They range from around \$6,000 to \$15,000 per year, depending on the level of experience. Junior developers tend to earn 40-60% less than the average, while senior specialists and team leaders can earn 1.5-2 times more than the average.

There are also developers who specialize in high-demand technologies like React, Angular, Node.js, and Python, who can earn above the average salary. The trend towards remote work has made it possible for qualified specialists from regions with lower salaries to earn comparable incomes to their Western colleagues.

One of the challenges of web development is the constant need to learn new technologies and techniques. Web developers need to stay up-to-date with the latest trends and developments in order to create modern and innovative applications. This requires a willingness to continuously learn and adapt to new tools and frameworks.

Another important aspect of web development is its impact on society. The internet has become an essential part of our daily lives, and web developers play a crucial role in creating online spaces where people, businesses and information interact. This provides an opportunity for creativity and innovation, as well as the ability to influence society and shape new digital trends.

Creating a corporate identity is an essential step in the development of a successful online presence. A corporate identity encompasses various elements,

such as a logo, color scheme, fonts and graphics, which contribute to the unique and recognizable look of a company or project.

Developing a corporate identity for a website is an essential step in establishing a strong online presence for your business. A corporate identity encompasses a logo, a color palette, typography, and other design elements that make your website recognizable and memorable for visitors. This means that all your web pages should have a consistent look and feel, reflecting the overall style of your brand.

In addition, your corporate identity should align with your company's values and goals to attract and maintain your target audience. It should also be noted that web development is a complex process that requires a combination of technical, creative, and analytical skills to create, optimize, and maintain websites and applications that provide a seamless user experience.

Web developers can be divided into three main categories: frontend, backend, and full-stack. Frontend developers create the user interface using HTML, CSS, and JavaScript, as well as frameworks like React or Vue.js. They ensure that the interface is adaptable, compatible across different browsers, and consistent with the brand's identity in terms of color palette, typography, and logos.

Backend developers work on the server side, using languages like Python, PHP, Node.js, and databases such as MySQL and MongoDB. They ensure the stability, security, and scalability of the system. Full-stack developers, on the other hand, combine both frontend and backend skills to create turnkey products (Fig. 2).



Fig. 2. Web developer's soft skills

In addition to design integration, web developers also engage in performance optimization (SEO, resource compression, download speed) and testing, as well as providing website support including updates and vulnerability protection.

For large projects, developers work closely with DevOps teams to configure CI/CD processes and cloud services such as AWS and Azure, as well as monitor performance. Key skills required include knowledge of technology, analytical thinking, teamwork, and the ability to adapt to trends like micro-UI, Web3, and progressive Web applications. The job of a web developer requires constant training and flexibility in order to meet customer expectations and stay up-to-date with the ever-changing digital market.

As mentioned above, a web developer's corporate identity is a combination of visual, textual, and behavioral elements that create a unique professional image. This image reflects the skills, values, and approach to work that the developer has, in order to stand out in the market.

The visual elements of the corporate identity include a logo, which can be minimalist or creative, such as geometric for a tech company. The color palette should consist of 3-5 colors, often in monochrome with some accents.

Typography should be 1-2 sans-serif fonts that are easy to read. Iconography and graphics can include stylized icons and animations.

The content and tone of voice imply a friendly or professional communication style, as well as a structured portfolio that emphasizes process and technology. The slogan should reflect the mission, such as "Creating inspiring digital solutions".

The online presence should include a personal website that is adaptive, SEO-optimized, and has a portfolio. Social networks should have a consistent style with templates created in Canva or Figma. Profiles on Dribbble, Behance, and GitHub should also have a unified design.

Technical implementation should include clean code, intuitive UX interfaces, and modern technologies such as Tailwind CSS and GSAP for animations. The style should emphasize specialization in e-commerce or Web3 and differentiate from competitors through futuristic fonts, for example [3, p. 11].

To create a style, we need to conduct an audit to understand our audience. We can then develop elements in Figma or XD, test them using A/B testing or surveys, and maintain consistency by creating a brand guide. The corporate identity is a tool that enhances our impression and attracts customers by demonstrating our expertise and professionalism (Fig. 3).

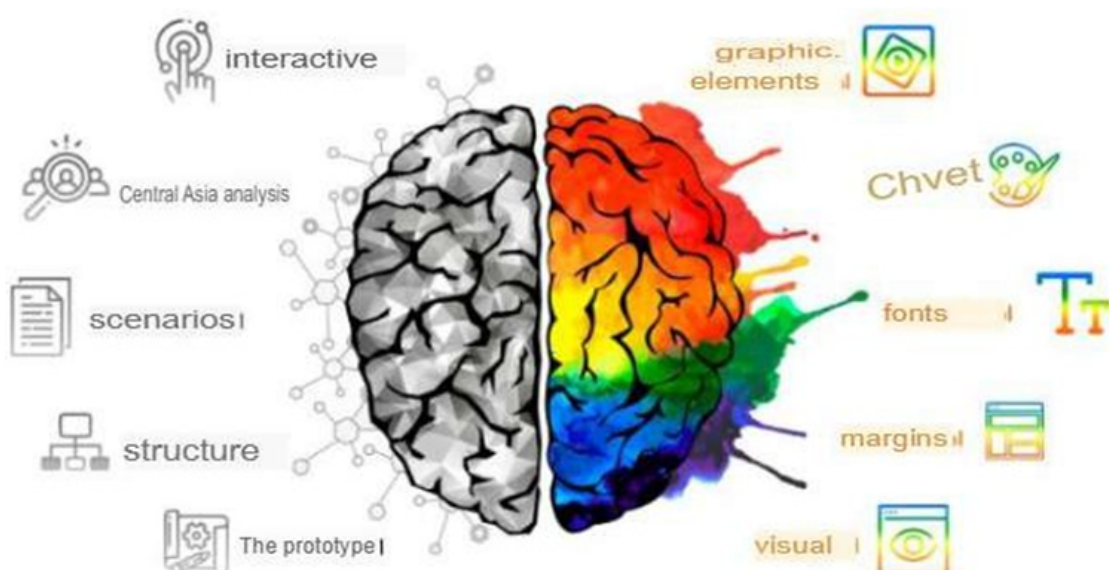


Fig. 3. What does web design consist

Considering the subtleties of design elements, it's worth exploring the biological and psychological aspects of how we perceive visual information. The left half of our brain is responsible for rational thinking, while the right half is responsible for aesthetic elements such as fonts, colors, and overall perception of information [3].

Let's take a closer look at these two aspects separately to understand their importance. UX stands for user experience and aims to improve the overall experience of using a website. It focuses on making the structure, interface, and design clear and convenient for users, encouraging them to take action, such as ordering a product or service.

This approach is based on research and analysis of user behavior, taking into account the entire experience of potential and existing clients. By understanding the different aspects of user perception, designers can create more effective and engaging interfaces that meet the needs of their target audience.

This type of web design also includes a structure and a prototype, which generally allows you to customize the architecture of the site with individual graphic elements. UI is a type of web design that stands for user interface and

includes user interface design. It is based on animation, buttons (size, design), fonts, illustrations, sliders, and other visual elements that can be static or changeable. In fact, for such website design development, everything that is perceived is important, so we can safely call this stage the visualization of a prototype.

As you can see, creating a web developer's corporate identity involves several parallel, complementary stages that lead to an attractive resource that draws attention and motivates clients to order products or services.

A web developer is a professional who creates and maintains websites and web applications. They work with clients, identify the best solution to a business challenge, write and test code, and help maintain the product after its launch. Often, a web developer collaborates with a designer, tester, and manager to complete projects.

Web development entails creating applications that function online through browsers. These applications are advantageous because they don't require installation on a device but can be accessed on phones, computers, or laptops. Online banking, social media, and marketplaces are examples of products developed by web professionals.

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